

Analysis of Promotion, price, and Service Quality on Customer Satisfaction at PT. Amanu

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ABSTRAK

This study's objective is to analyze the influence of Promotion, Price, and Service Quality on Customer Satisfaction at PT Amanu in Surakarta. This study's population is the community residing in the city of Surakarta. The study's sample consisted of 100 respondents with the criterion of respondents who had used the services of PT Amanu in the city of Surakarta. This study is quantitative in nature and uses primary data collected via Google Forms distributed surveys. Purposive sampling combined with non-probability sampling is the sample strategy employed in this investigation. Smart-PLS was used to examine the data. According to the study's findings, PT Amanu's customer satisfaction and promotions have a favorable and substantial relationship. At PT Amanu, price has a favorable and noteworthy impact on customer satisfaction. Customer satisfaction at PT Amanu is positively and significantly impacted by service quality.

INTRODUCTION

The travel service industry for Umrah and special Hajj packages has grown quickly in Indonesia in recent years due to growing public interest. to perform religious pilgrimages. Data from the Republic of Indonesia's Ministry of Religious Affairs indicates that the number of potential Umrah pilgrims has risen significantly each year. This surge presents a substantial opportunity for companies like PT Amanu, which operates in Umrah and Hajj services and visa provision, to expand their market presence. However, in an increasingly competitive landscape, customer satisfaction remains a critical factor for maintaining business sustainability and customer trust (Kotler & Keller, 2016).

High customer expectations have become a prevalent challenge in the Umrah and Hajj industry. Customers demand excellent service quality, competitive pricing, and effective, informative promotional efforts. Cases of dissatisfaction often arise from unmet promises, lack of transparent information, or delays in the visa process, ultimately damaging a company's reputation and diminishing repeat patronage (Tjiptono, 2015; Yanuar et al., 2017). Effective promotion is essential in communicating service advantages to potential customers. Yet, poor or misdirected promotional strategies have resulted in low awareness of PT Amanu's offerings. Promotions should aim not only to inform but also to build trust, strengthen brand awareness, and foster customer loyalty (Kotler & Keller, 2016; Rianto et al., 2022).

In terms of pricing, customers often compare Umrah package costs with service quality. When price and perceived value are misaligned, it can lead to dissatisfaction (Laksana & Hirawati, 2022). Thus, pricing strategies must reflect service quality while remaining competitive and accessible. Lastly, Service quality is important a pivotal role in establishing client loyalty and satisfaction. In the context of religious travel services, aspects such as timeliness, staff responsiveness, comfort, and visa processing efficiency significantly affect the customer experience (Tjiptono, 2015). Complaints often relate to delays, poor responsiveness, or unmet expectations. The purpose of this investigation is to empirically examine the effects of promotion, the impact of cost, and service quality on client satisfaction at PT Amanu.

Understanding the most influential variables will support the development of effective business strategies to enhance competitiveness and retain customer loyalty in the Umrah and Hajj travel industry.

Literature Review

Customer Satisfaction

Customer satisfaction is defined as the outcome of a Customers' assessments of how well a product or service performs in comparison to their expectations (Kotler & Keller, 2016). According to the disconfirmation theory, satisfaction arises when actual performance meets or exceeds expectations (Sofyan & Fitriani, 2023). Tjiptono (2015) emphasizes that satisfaction includes both emotional and rational responses based on the perceived value of the service experience. In religious travel services, satisfaction influences not only repeat behavior but also word-of-mouth recommendations (Yanuar et al., 2017).

Promotion

One element of the marketing mix is promotion aimed at informing, persuading, and reminding customers about products or services (Kotler & Keller, 2016). Effective promotion consists of public relations, direct marketing, advertising, and personal selling (Rianto et al., 2022). For PT Amanu, strategic promotion helps build customer awareness and brand image. Stanton (2018) notes that well-executed promotions significantly affect customer attraction and satisfaction by increasing engagement and perceived value.

Price

The monetary value paid for a good or service is referred to as its price (Kotler & Keller, 2016). It influences how consumers view value, fairness, and quality (Paramita et al., 2022). A competitive and reasonable price contributes positively to customer satisfaction when aligned with perceived benefits. Additionally, pricing plays a critical role in positioning and differentiating services in a crowded market (Laksana & Hirawati, 2022).

Service Quality

Service quality encompasses various dimensions such as tangibility, reliability, responsiveness, assurance, and empathy. According to (Tjiptono, 2015), the capacity of the business to continuously satisfy the demands and expectations of its clients is a key indicator of service quality. In PT Amanu's context, high-quality service influences trust, satisfaction, and loyalty. SERVQUAL, developed by Parasuraman, Zeithaml, and Berry, is often used to evaluate these dimensions (Anggraini & Budiarti, 2020; Marpaung & Mekaniwati, 2020).

RESEARCH METHOD

In order to get actual data about how pricing, promotion, and service quality affect customer happiness, this study uses a quantitative research approach. Quantitative research emphasizes measurable data and statistical analysis. According to Sugiyono (2020), this method is grounded in positivism philosophy and involves using structured instruments, such as questionnaires, to collect data from a defined population or sample. After then, statistical techniques are used to do the analysis to test predetermined hypotheses. Customers of PT Amanu who have utilized its Umrah and Hajj services make up the study's population, and a sample of 100 respondents was chosen via purposive sampling. This sampling's non-probability method ensures that only respondents who meet specific criteria (e.g., experience with PT Amanu, minimum age of 25) are included. The sample size is justified based on Malhotra's and Ferdinand's recommendations, which suggest a minimum of 5–10 respondents per indicator, yielding a total of 100 based on 20 indicators.

The primary data used in this study were collected using a closed-ended questionnaire distributed via Google Forms. The questions were measured using a 5-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5). The questionnaire focused on five key variables: Customer Satisfaction (Y) as the dependent variable, and Promotion (X1), Price (X2), and Service Quality (X3) as independent variables. Indicators for each variable were adapted from prior studies (Anggraini & Budiarti, 2020;

Budiono, 2020; Yanuar et al., 2017). For instance, service quality includes aspects such as staff professionalism, responsiveness, and customer comfort during the Umrah process, while price focuses on affordability and fairness, and promotion examines frequency, media used, and effectiveness in attracting customers.

The study used Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS to evaluate the data. This approach works well for small sample sizes and does not assume normal distribution of the data. The analysis includes testing the outer model for Both discriminant and convergent validity, as well as reliability using Both Cronbach's alpha and composite dependability. The evaluation of the inner model entails measuring the effect size (f^2) and coefficient of determination (R^2), and goodness of fit. Hypothesis testing is performed through the bootstrapping method, using t-statistics where At a significance level of 0.05, a result higher than 1.96 implies a statistically significant relationship. This comprehensive approach ensures the model's validity and resilience in explaining the relationships between the studied variables.

RESULTS AND DISCUSSION

This study involved a total of 100 respondents, all of whom were customers who had previously used the services of PT Amanu. An online survey was used to gather data, and it was distributed via Google Forms using a structured questionnaire based on a Likert scale. Non-probability sampling using a purposive sample strategy was the method used sampling approach, targeting female respondents residing in the Soloraya region who had direct experience with PT Amanu's services. The respondent characteristics are categorized by age, gender, occupation, income and educational attainment. Regarding age, the vast majority of participant (52%) were between 50–59 years old, followed by those aged 60 and above (20%), 40–49 years old (18%), and those aged 40 or younger (10%). Regarding gender, male respondents slightly outnumbered female respondents, with 53% and 47%, respectively. This indicates that both men and women are well represented among the users of PT Amanu's services.

In terms of occupation, the most dominant group consisted of entrepreneurs (32%), followed by self-employed workers (25%), government employees (21%), and other professions (22%). Educational background data show that most respondents graduated from high school (40%), followed by university graduates (36%), junior high school (23%), and only 1% from elementary school. As for income, nearly half of the respondents (47%) reported earning less than IDR 5,000,000, while 44% earned between IDR 5,000,000 and IDR 14,999,000, and only 9% reported incomes ranging from IDR 15,000,000 to IDR 25,000,000. These demographic profiles offer a thorough comprehension of the customers who utilize PT Amanu's services and form the foundation for analyzing variations in their satisfaction levels.

Analysis Outer Model

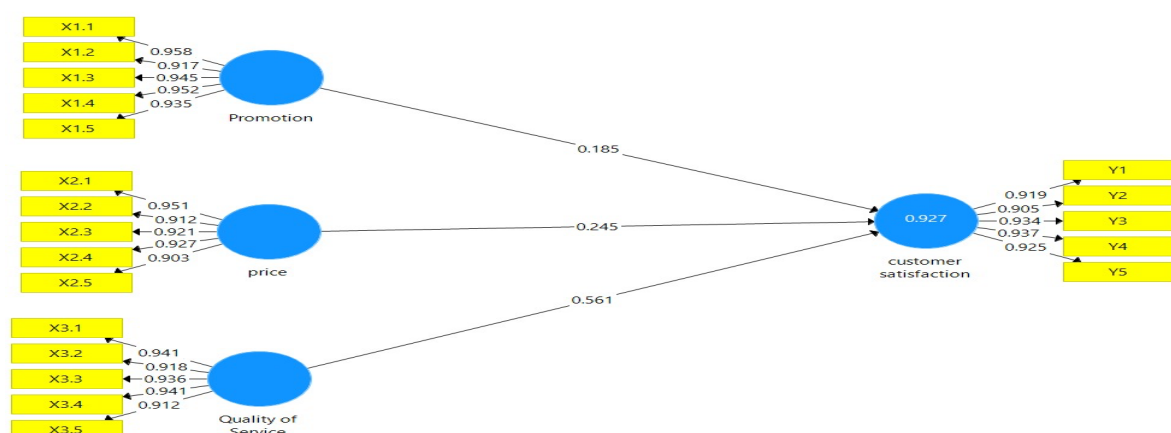


Figure 1. Outer Model

Convergent Validity

Table 1 Outer Loading Values

Variable	Indicator	Outer Loading
Promotion (X ₁)	X _{1.1}	0.952
	X _{1.2}	0.908
	X _{1.3}	0.929
	X _{1.4}	0.935
	X _{1.5}	0.937
Price (X ₂)	X _{2.1}	0.941
	X _{2.2}	0.901
	X _{2.3}	0.911
	X _{2.4}	0.917
	X _{2.5}	0.899
Service Quality (X ₃)	X _{3.1}	0.929
	X _{3.2}	0.912
	X _{3.3}	0.919
	X _{3.4}	0.933
	X _{3.5}	0.908
Customer Satisfaction (Y)	Y _{.1}	0.946
	Y _{.2}	0.921
	Y _{.3}	0.919
	Y _{.4}	0.929
	Y ₅	0.919

Source: Processed Primary Data (2025)

Table 1 indicates that the majority of the study variables' indicators have outer loading values higher than 0.7. Chin (1998) asserts that a loading value between 0.5 and 0.6 is adequate to satisfy the convergent validity criteria. Since none of the variable indicators have outer loading values less than 0.5, as demonstrated by the data above, all of the indicators are deemed viable or legitimate for use in the research and are available for additional investigation.

The AVE value is also used to evaluate convergent validity. It is possible to determine that the constructs are valid in terms of convergent validity by looking at the Average Variance Extracted (AVE) values, which are more than 0.5. The AVE values for each research variable are presented as follows:

Table 2 Average Variance Extracted Values

Variable	AVE (Average Variance Extracted)	Description
Promotion (X ₁)	0.835	Valid
Price (X ₂)	0.859	Valid
Service Quality (X ₃)	0.847	Valid
Satisfaction (Y) Customer	0.614	Valid

Source: Processed Primary Data (2025)

Every variable in this study had an AVE (Average Variance Extracted) value more than 0.5, according to Table 2. This suggests that, in terms of discriminant validity, every variable in this study may be regarded as legitimate. The AVE values for each variable are as follows: Promotion = 0.835, Price = 0.859, Service Quality = 0.847, and Customer Satisfaction = 0.614.

Discriminant Validity

Table 3. HTMT Values

	Price	Customer Satisfaction	Service Quality	Promotion
Price	0.914			
Customer Satisfaction	0.915	0.927		
Service Quality	0.926	0.944	0.920	
Promotion	0.875	0.881	0.883	0.932

Source: Processed Primary Data (2025)

Each variable in the above table has an HTMT value that is less than 0.90, indicating that the constructs have good discriminant validity, meaning they can be clearly distinguished from one another.

Reliability Test

Table 4. Composite Reliability

Variable	Composite Reliability
Promotion (X ₁)	0.971
Price (X ₂)	0.962
Service Quality (X ₃)	0.965
Customer Satisfaction (Y)	0.968

Source: Processed Primary Data (2025)

The composite dependability scores for each research variable are displayed in Table 4 are greater than 0.7. Specifically, Promotion = 0.971, Price = 0.962, Service Quality = 0.965, and Customer Satisfaction = 0.968. This suggests that all variables have a high degree of dependability since each one satisfies the requirements for composite reliability.

Cronbach's Alpha

Table 5. Cronbach's Alpha

Variable	Cronbachs Alpha
Promotion (X ₁)	0.962
Price (X ₂)	0.950
Service Quality (X ₃)	0.955
Customer Satisfaction (Y)	0.959

Source: Processed Primary Data (2025)

Table 5 demonstrates that all of the study's variables have Cronbach's Alpha values over 0.6, indicating that they satisfy the necessary criterion. Consequently, all structures may be regarded as trustworthy.

Multicollinearity Test

Table 6. Collinearity Statistics (VIF)

	VIF	Description
X _{1.1}	4.469	No Multicollinearity
X _{1.2}	4.693	No Multicollinearity
X _{1.3}	4.615	No Multicollinearity
X _{1.4}	4.861	No Multicollinearity
X _{1.5}	4.054	No Multicollinearity
X _{2.1}	4.827	No Multicollinearity
X _{2.2}	3.695	No Multicollinearity
X _{2.3}	4.308	No Multicollinearity

	VIF	Description
X _{2,4}	4.250	No Multicollinearity
X _{2,5}	4.328	No Multicollinearity
X _{3,1}	4.246	No Multicollinearity
X _{3,2}	4.171	No Multicollinearity
X _{3,3}	4.603	No Multicollinearity
X _{3,4}	4.228	No Multicollinearity
X _{3,5}	3.698	No Multicollinearity
Y ₁	4.172	No Multicollinearity
Y ₂	4.423	No Multicollinearity
Y ₃	4.438	No Multicollinearity
Y ₄	4.057	No Multicollinearity
Y ₅	4.206	No Multicollinearity

Sumber : Data primer yang diolah (2025)

From Table 4.16, the results of the Collinearity Statistics (VIF) show that each variable has a cut-off value > 0.1 or a VIF value < 5 , indicating that there is no violation of the multicollinearity test.

Inner Model Analysis

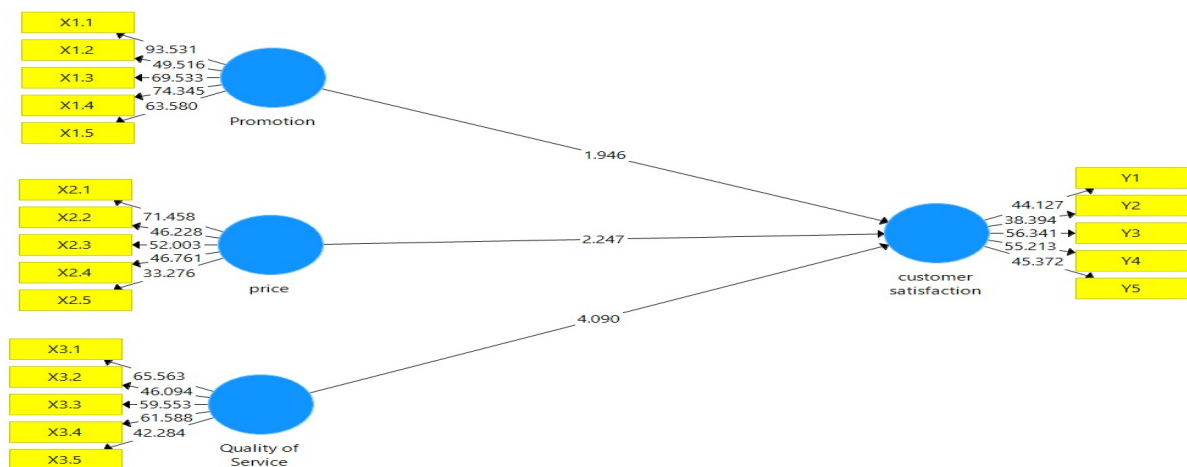


Figure 2. Inner Model

Goodness of Fit Test

Table 7 R-Square Values

	R-Square	R-Square Adjusted
Customer Satisfaction (Y)	0.908	0.906

Source: Processed Primary Data (2025)

The degree to which the factors Promotion, Price, and Service Quality affect Customer Satisfaction is ascertained using the R-Square, which is based on Table 7. 90.8%, or a score of 0.908, suggests a significant correlation.

The Q-Square exam comes next. Predictive relevance is evaluated using the Q2 value in structural model testing. The model is considered predictively relevant if its Q2 value is more than zero, and it is not predictively relevant if its Q2 value is less than zero. The following is the Q-Square computation:

$$\begin{aligned}
Q\text{-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
&= 1 - [(1 - 0.908) \times (1 - 0.906)] \\
&= 1 - (0.092 \times 0.094) \\
&= 1 - 0.008648 \\
&= 0.991
\end{aligned}$$

The Q-Square value, as determined by the findings above, is 0.991. This figure shows that the research model can account for 99% of the variance in the study data, with additional factors outside the model accounting for the remaining 1%. Thus, the study model may be said to have a good goodness of fit based on this outcome.

Hypothesis Testing

Direct Effect

Table 8. Path Coefficient (Direct Effect)

	Hipotesis	Original Sample	t-Statistics	P Values	Description
Promotion -> Customer Satisfaction	H ₁	0.156	2.065	0.039	Significant
Price -> Customer Satisfaction	H ₂	0.226	2.217	0.027	Significant
Service Quality -> Customer Satisfaction	H ₃	0.597	5.763	0.000	Significant

Source: Processed Primary Data (2025)

Considering Table 8, the results show that all three hypotheses are accepted, indicating significant effects on customer satisfaction. First, with a t-statistic of 2.605, an effect size of 0.156, and a p-value of 0.039, promotion significantly improves customer satisfaction. Second, a t-statistic of 2.217, an effect size of 0.226, and a p-value of 0.027 demonstrate that pricing has a positive and substantial impact on customer satisfaction. Third, with a t-statistic of 5.763, an impact size of 0.597, and a p-value of 0.000, service quality has the highest influence. Promotion, pricing, and service quality all significantly increase customer happiness, as supported by all t-statistic values over 1.96 and all p-values below 0.05.

Discussion

The Effect of Promotion on Customer Satisfaction

Based on the research findings, promotion has a favorable and noteworthy impact on client satisfaction at PT Amanu. This is evident from several aspects of the questionnaire, such as the frequency of promotions perceived as active by respondents, and the attractiveness of the promotional offers, including discounts, bundling, and product bonuses. Furthermore, the success of the promotions in capturing customer attention and reaching the target market broadly reinforces the link between promotion and customer satisfaction. Positive responses toward both online and offline promotional platforms also show that PT Amanu's promotional strategies are effective in building awareness and customer interest. Thus, promotions not only enhance the company's visibility but also contribute to overall customer satisfaction, ultimately driving loyalty and the intention to reuse the service in the future.

In the context of PT Amanu, promotional strategies likely improve customers' positive perception of the company. Attractive promotions not only increase customer awareness but also enhance the purchasing experience. This aligns with the Expectation Confirmation Model (ECM) proposed by Amara et al., (2024) where customer satisfaction is influenced by the extent to which their initial expectations are fulfilled. If promotions provide clear information and benefit that match customer expectations, They are more likely to feel satisfied with the item or service.

These findings show that the more effective the promotion strategy, The greater the degree of client satisfaction. Promotion is one element of the marketing mix aimed at informing, persuading, and reminding consumers about a product or service Kotler dan keller (2021) On the other hand, the sensation

of happiness or dissatisfaction that arises from comparing expectations is known as customer satisfaction with actual product performance (Richard L., 1999).

These findings align with earlier studies by (Christian et al., 2023) which found that attractive and informative promotion strategies can improve customers' positive perception of a brand, leading to increased satisfaction. Furthermore Tristanti (2021) also found that appropriate promotional tools such as discounts, cashback, and loyalty programs can enhance customer satisfaction by providing added value in their transactions.

The Effect of Price on Customer Satisfaction

Based on the research findings, price has a favorable and noteworthy impact on client satisfaction at PT Amanu. This is reflected in several questions measuring affordability, price-to-quality fairness, and price comparisons with competitors. Most respondents stated that the Umrah packages offered by PT Amanu are affordable and match the quality of service received. Additionally, competitive pricing compared to other Umrah agencies contributes to client happiness as well. Discounts and special offers frequently provided by PT Amanu further enhance customer satisfaction with the price. Hence, One may argue that pricing has a significant impact on both purchase decisions and overall consumer happiness.

In relation to PT Amanu, competitive pricing can be a key factor in building customer satisfaction. If clients believe that the cost offered aligns with the quality of service received, they are more likely to have a positive experience and remain loyal to the company. Conversely, if the price is too high without a corresponding increase in service quality, customers may feel dissatisfied and seek alternatives. Therefore, PT Amanu needs to implement pricing strategies that are not only competitive but also offer added value to customers, such as discounts, loyalty programs, or attractive service packages.

These results align with earlier research, such as Hidayah et al., (2021) which stated that customers are more satisfied when they perceive a balance between the cost and the caliber of the item or service obtained. Additionally, Zeithaml (2024) also found that fair and competitive pricing improves perceived customer value and satisfaction with a brand or company. This finding aligns with Herawati dan Sulistyowati, (2020) who stated that affordable and competitive prices can enhance client loyalty and satisfaction.

The Effect of Service Quality on Customer Satisfaction

Based on the research findings, At PT Amanu, customer satisfaction is positively and significantly impacted by service quality. This is reflected in customer responses indicating contentment with the quality of the services, including the professionalism of polite and friendly staff, ease of obtaining information, and the feeling of being cared for and well served. Furthermore, customers expressed satisfaction with PT Amanu's effectiveness in handling complaints and the quality of facilities provided during the service. These factors not only enhance customer satisfaction but also encourage them to recommend PT Amanu's services to others and reuse the services in the future.

In the context of PT Amanu, these results show that service quality is a dominant factor in shaping customer satisfaction. Customers not only seek good products but also a supportive service experience, such as staff friendliness, service speed, and ease of expressing complaints or accessing information. Therefore, PT Amanu needs to continue improving service quality aspects, such as staff training, service digitalization, and enhancement of customer complaint systems, to ensure that customers feel valued and satisfied with their experience.

This finding is backed by a number of earlier research. For instance, research by Tjiptono dan Chandra (2022) showed that good service quality significantly increases customer satisfaction, especially in the service industry. Similar findings were reported by Lovelock dan Wirtz (2023) , who found that companies that provide high-quality services tend to have more loyal and satisfied customers.

The results also align with a study by Herawati (2018) which revealed that aspects such as staff professionalism, ease of information access, and responsiveness in handling complaints directly increase customer satisfaction. These findings support the SERVQUAL theory, which emphasizes that good service quality can generate client retention and favorable word-of-mouth. Therefore, this study reinforces empirical evidence that improving Achieving client pleasure requires high-quality services.

CONCLUSIONS AND SUGGESTIONS

The results of this study indicate that at PT Amanu in Surakarta, customer happiness is positively and significantly impacted by pricing, promotion, and service quality. The first hypothesis confirmed that promotion significantly influences customer satisfaction, as indicated by a t-statistic of 2.065 and a p-value of 0.039. The second hypothesis showed that price has a positive and significant impact on customer satisfaction with a t-statistic of 2.217 and a p-value of 0.027. Finally, the third hypothesis showed that the most significant impact is caused by service quality, with a t-statistic of 5.763 and a p-value of 0.000, confirming the strong relationship between excellent service and customer satisfaction.

However, this study is not without limitations. It involved only 100 respondents, which might not accurately reflect the larger clientele. The study also focused solely on three variables promotion, price, and service quality excluding other influential factors like computerized word-of-mouth (eWOM) and brand image. Moreover, since this research is cross-sectional, it cannot capture long-term customer satisfaction trends. Future studies should consider increasing the sample size with more diverse demographic characteristics, incorporate additional variables like eWOM and brand image, and adopt a longitudinal approach. Furthermore, PT Amanu is encouraged to leverage digital platforms such as TikTok and Instagram to effectively reach and attract new customers.

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