

Enhancing umrah pilgrim satisfaction through effective logistic services and inventory management

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Abstract

This study explores the impact of logistic services and inventory management on the satisfaction of umrah pilgrims at PT. Asyesa Hasanah Tour & Travel Sumatera Barat. The research addresses the need for effective logistics management in the umrah travel industry, highlighting its importance in providing timely and quality services to pilgrims. Utilizing a quantitative approach, data were collected from 85 respondents among a population of 536 umrah pilgrims. The study found that logistic services, characterized by reliability, timeliness, and resource availability, significantly enhance pilgrim satisfaction. Similarly, efficient inventory management, involving precise planning, control, and distribution of goods, also positively impacts satisfaction levels. The findings suggest that both logistic services and inventory management are critical in ensuring high levels of customer satisfaction. The study concludes that umrah travel companies should continuously improve their logistic and inventory management strategies to maintain competitive advantage and meet the evolving needs of their customers. This research contributes to the literature by providing detailed insights into the operational components of logistics and inventory management within the context of umrah travel, emphasizing the role of technology and employee satisfaction in enhancing service delivery.

Keywords: logistic services; inventory management; umrah pilgrims; customer satisfaction; travel industry.

Introduction

The satisfaction of umrah pilgrims is intricately linked to the logistical management of travel companies. Effective logistics management, which encompasses strategic planning and the efficient handling of goods, is essential for meeting the supply needs of umrah pilgrims (Mustafa, 2018). The core objective of logistics management is to ensure the timely and appropriate distribution of goods, thereby facilitating customer service and satisfaction (Versa, 2014). This role is particularly vital in the context of hajj and umrah

travel, where the seamless provision of necessary items significantly impacts the overall pilgrimage experience.

Logistics management in the umrah travel sector involves the provision of various essential items, including pilgrim uniforms, ihram garments, and guidebooks. These services not only need to meet the immediate needs of the pilgrims but must also adapt to the changing demands and ensure a high level of service quality. Research highlights that effective inventory management is crucial for maintaining operations and achieving customer satisfaction (Utami & Sitorus, 2015). As the competitive landscape of the Hajj and umrah travel industry intensifies, companies must continually enhance their service offerings to attract and retain pilgrims, thereby underscoring the importance of robust logistics and inventory management (Garside, 2017).

The primary challenge faced by umrah travel companies is determining the optimal level of inventory to maintain smooth operations while minimizing costs (Anwar, 2019). This is critical because the availability of necessary items directly influences the satisfaction levels of the pilgrims. Efficient inventory management ensures that the needs of the pilgrims are met without incurring excessive costs, thereby balancing service quality with financial efficiency.

In the digital age, the rapid advancement of technology and information systems has further complicated logistics management. umrah travel companies must leverage these advancements to streamline their logistics processes and enhance service quality. Effective use of technology can improve inventory tracking, optimize resource allocation, and facilitate real-time communication, all of which contribute to improved logistics management and customer satisfaction. PT. Asyesa Hasanah Tour & Travel Sumatera Barat, a prominent umrah travel company, exemplifies the need for continuous innovation and adaptation to maintain competitive advantage and ensure high levels of pilgrim satisfaction.

Research indicates that logistics management plays a pivotal role in ensuring the availability of essential items for umrah pilgrims. A well-structured logistics system can significantly enhance customer satisfaction by providing timely and reliable services (Prihanto & Damayanti, 2022). Effective logistics management involves meticulous planning, implementation, storage, and

distribution of products and services, all aimed at meeting consumer needs efficiently and effectively (Garside, 2017).

One critical aspect of logistics management is inventory control, which requires sufficient financial resources to ensure the availability of necessary items. Inventory management involves both purchasing and production activities, which are crucial for maintaining the supply chain's efficiency (Chandra, 2013). Research by Abbas (2023) underscores the importance of service quality, facilities, and company image in influencing customer satisfaction among umrah pilgrims. These factors collectively enhance the overall experience of the pilgrims, ensuring that their needs are met comprehensively.

Additionally, the role of employee satisfaction in logistics management cannot be overstated. Satisfied employees are more committed and perform their duties more efficiently, directly impacting the quality of service provided to the pilgrims (Nahita & Saragih, 2021). Moreover, the quality of destination facilities and the overall travel experience significantly influence tourist satisfaction and their intention to revisit (Pujiastuti et al., 2022). Therefore, a holistic approach to logistics management that includes inventory control, employee satisfaction, and quality service provision is essential for optimizing pilgrim satisfaction.

The existing literature highlights various factors influencing umrah pilgrims' satisfaction, including service quality, facilities, pricing, and customer value (Grace et al., 2022; Safrina, 2023). However, there is a notable gap in understanding the specific impact of logistics services and inventory management on pilgrim satisfaction. While previous studies have addressed the general aspects of service quality and customer satisfaction, they have not delved deeply into the operational components of logistics and inventory management within the context of umrah travel agencies.

Furthermore, although the role of technology in enhancing logistics efficiency has been acknowledged, there is limited research on how digital advancements specifically affect logistics and inventory management in the umrah travel industry. The competitive nature of this industry necessitates a more detailed examination of how companies can leverage technology to improve their logistical operations and meet the evolving needs of their customers.

Additionally, while the importance of employee satisfaction has been highlighted, its direct correlation with logistical efficiency and customer satisfaction in the umrah travel sector remains underexplored. Understanding how employee well-being influences logistical performance can provide valuable insights for travel agencies aiming to enhance their service delivery and overall customer satisfaction.

The primary objective of this study is to examine the influence of logistics services and inventory management on the satisfaction of umrah pilgrims at PT. Asyesa Hasanah Tour & Travel Sumatera Barat. This research aims to fill the identified gaps in the literature by providing a detailed analysis of how effective logistics and inventory management contribute to customer satisfaction in the umrah travel sector. By focusing on specific logistical components, this study seeks to offer actionable insights for travel agencies to optimize their operations and enhance pilgrim satisfaction.

Literature review

Satisfaction of umrah pilgrims

Factors influencing the satisfaction of umrah pilgrims are multifaceted and crucial for the success of umrah travel agencies. Research by Prihanto & Damayanti (2022) highlights the significance of business prospects, image, promotion, assurance, and trust of prospective pilgrims as factors influencing the sustainability of Hajj and umrah travel agencies. Similarly, Abbas (2023) emphasizes the impact of Islamic service quality, facilities, and company image on customer satisfaction among umrah pilgrims. These factors play a vital role in shaping the overall experience and satisfaction levels of umrah travelers.

Moreover, the quality of service and facilities provided, as well as pricing, have been identified as key determinants of customer satisfaction in various industries (Grace et al., 2022; Safrina, 2023) further underscores the positive influence of customer value on customer satisfaction, indicating that meeting customer expectations and providing value-added services are essential for enhancing satisfaction levels.

Additionally, the role of employee satisfaction in organizational commitment is highlighted by (Nahita & Saragih, 2021), indicating that job satisfaction is a critical factor affecting organizational

commitment. Furthermore, factors such as the quality of the destination, recreational benefits, and their impact on tourist satisfaction and revisit intentions have been studied extensively (Pujiastuti et al., 2022).

In conclusion, factors influencing the satisfaction of umrah pilgrims encompass a wide range of elements including service quality, facilities, pricing, customer value, employee satisfaction, physical fitness, and destination attributes. Understanding and addressing these factors are essential for umrah travel agencies to enhance the satisfaction levels of pilgrims and ensure a successful and fulfilling umrah experience.

Logistics management

Logistics management involves providing products in terms of material, location, delivery, and procedures with guaranteed product quality (Garside, 2017). In umrah and hajj travel agencies, logistics management is responsible for providing equipment for pilgrims with good quality. These equipment include pilgrim uniforms, ihram garments, suitcases, guidebooks, catering in Saudi Arabia, airplanes, and various types of star-rated hotels. Within logistics management, there are several dimensions.

Logistics services

Logistics services are the benchmarks for how well a company's logistics system can produce products at the right place and time (Sutarman, 2017). Logistics services result in consumer service standards, which aim to meet consumer needs and the level of consumer service. Meeting needs is done to fulfill the requirements needed by consumers. Meanwhile, the level of consumer service is conducted to improve the service provided to consumers.

Inventory management

Inventory management is a critical activity. Inventory control requires sufficient financial resources to ensure the accuracy between the needs of pilgrims and production (Garside, 2017). Inventory management consists of two parts: purchasing and production. The purchasing part is decided by the inventory division, while production is carried out by the production division. Inventory management is the process of producing company goods within normal circulation (Chandra, 2013).

Research methods

This study is a field research conducted at PT. Asyesal Hasanah Tour & Travel Sumatera Barat, aimed at examining the influence of Logistic Services and Inventory Management on the Satisfaction of umrah pilgrims at PT. Asyesal Hasanah Tour & Travel Sumatera Barat. The research is quantitative, utilizing numerical analysis (Suryani, 2015). Quantitative research involves data in numerical form and statistical analysis (Suryani, 2015). This study was conducted at PT. Asyesal Hasanah Tour & Travel Sumatera Barat from September 2022 to February 2023.

The population in this study consists of umrah pilgrims at PT. Asyesal Hasanah Tour & Travel Sumatera Barat, totaling 536 pilgrims. The sample size was 85 respondents. According to Arikunto (2014), if the study subject is less than 100 people, it is better to take all as the sample, making it a population study. However, if the subject is more than 100 people, a sample size of 10-15%, 20-25%, or more can be taken.

This research utilizes primary and secondary data sources. Primary data is collected directly from the field (Bungin, 2013). Secondary data includes all forms of documents, whether written or in photo form, obtained after the primary data source (Ibrahim, 2018).

This study uses two variables: dependent and independent variables. The dependent variable is one whose value is influenced by other variables (Mustafa, 2009). The dependent variable in this study is the satisfaction of umrah pilgrims (Y). The independent variables are those that influence the emergence of the dependent variable (Sugiono, 2014). The independent variables in this study are logistic services (X_1) and inventory management (X_2).

Table 1. Variables, Definitions, and Indicators

| No | Variable | Definition | Indicator |
|----|--------------------------------|--|--|
| 1 | Logistic services (X_1) | The measure of how well the company's logistics system results in the proper place and time of the produced product. | 1. Providing services to customers. 2. Serving with initiating strategies |
| 2 | Inventory management (X_2) | The process of producing company goods within normal circulation. | 1. Determining the level of consumer needs. |

| No | Variable | Definition | Indicator |
|----|--------------------------|--|--|
| | | | 2. Providing equipment facilities for consumers |
| 3 | Pilgrim satisfaction (Y) | A person's feeling of pleasure or disappointment resulting from comparing their expectations with the performance or results of a product. | 1. The quality promised matches the reality. 2. Balance between consumer expectations and provided logistics management. 3. Fast service 4. Attentive service to consumer complaints. |

Results and discussion

Based on the data obtained, the respondent data is classified as follows:

Table 2. Respondent data

| Categories | Respondent | Percentages |
|----------------------|------------|-------------|
| Gender | | |
| Male | 36 | 42,36% |
| Female | 49 | 57,64% |
| Total | 85 | 100% |
| Age | | |
| 17-30 years | 6 | 7,05% |
| 31-50 years | 14 | 16,47% |
| >50 years | 65 | 76,47% |
| Total | 85 | 100% |
| Education level | | |
| Primary school | 6 | 7,05% |
| Junior high school | 30 | 35,29% |
| Senior high school | 32 | 37,64% |
| Bachelor's degree | 13 | 15,29% |
| Master's degree | 4 | 4,70% |
| Doctorate degree | - | - |
| Total | 85 | 100% |
| Occupation | | |
| Farmer | 12 | 14,11% |
| Military/Police | - | - |
| Civil servant | 11 | 12,94% |
| Private employee | 1 | 1,17% |
| Entrepreneur | 21 | 24,70% |
| Others | 40 | 47,05% |
| Total | 85 | 100% |
| Number of departures | | |
| Once | 70 | 82,35% |

| | | |
|----------------|----|--------|
| More than once | 15 | 17,64% |
| Total | 85 | 100% |

Validity test

Table 3. Validity test results for logistic services (X1)

| Variable | Statement | r_tabel | r_hitung | Status |
|--|-------------------|---------|----------|--------|
| Logistic services (X ₁) | X _{1.1} | 0,670 | 0,2133 | Valid |
| | X _{1.2} | 0,817 | 0,2133 | Valid |
| | X _{1.3} | 0,531 | 0,2133 | Valid |
| | X _{1.4} | 0,572 | 0,2133 | Valid |
| | X _{1.5} | 0,647 | 0,2133 | Valid |
| | X _{1.6} | 0,670 | 0,2133 | Valid |
| | X _{1.7} | 0,636 | 0,2133 | Valid |
| | X _{1.8} | 0,432 | 0,2133 | Valid |
| | X _{1.9} | 0,767 | 0,2133 | Valid |
| | X _{1.10} | 0,769 | 0,2133 | Valid |
| Inventory management (X ₂) | X _{2.1} | 0,523 | 0,2133 | Valid |
| | X _{2.2} | 0,562 | 0,2133 | Valid |
| | X _{2.3} | 0,570 | 0,2133 | Valid |
| | X _{2.4} | 0,465 | 0,2133 | Valid |
| | X _{2.5} | 0,387 | 0,2133 | Valid |
| | X _{2.6} | 0,614 | 0,2133 | Valid |
| | X _{2.7} | 0,576 | 0,2133 | Valid |
| | X _{2.8} | 0,516 | 0,2133 | Valid |
| | X _{2.9} | 0,538 | 0,2133 | Valid |
| | X _{2.10} | 0,667 | 0,2133 | Valid |
| Customer satisfaction (Y) | Y.1 | 0,453 | 0,2133 | Valid |
| | Y.2 | 0,767 | 0,2133 | Valid |
| | Y.3 | 0,557 | 0,2133 | Valid |
| | Y.4 | 0,598 | 0,2133 | Valid |
| | Y.5 | 0,526 | 0,2133 | Valid |
| | Y.6 | 0,500 | 0,2133 | Valid |
| | Y.7 | 0,447 | 0,2133 | Valid |
| | Y.8 | 0,501 | 0,2133 | Valid |
| | Y.9 | 0,683 | 0,2133 | Valid |
| | Y.10 | 0,704 | 0,2133 | Valid |

Source: Primary Data 2022 (Data Processed with SPSS 22)

Based on the table 3., all statements have an r_value > r_table, indicating that all statements are valid. Thus, the statements are

considered suitable for the research and can proceed to the next stage.

Reliability test

To determine whether an instrument is reliable or not, the Cronbach Alpha method can be used. A research instrument item is considered reliable or has high reliability if the Cronbach Alpha value is $> 0,60$. The results of the reliability test are as follows:

Table 4. Reliability test results for logistic services (X₁)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .762 | 11 |

Source: SPSS 22 Output (2022)

Based on the reliability test table 4., it can be concluded that the questionnaire items for the logistic services variable are reliable because the Cronbach Alpha value for the logistic services variable is $0,762 > 0,60$. Thus, respondents' answers are considered valid for the research to proceed to the next stage.

Table 5. Reliability test results for inventory management (X₂)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .731 | 11 |

Source: SPSS 22 Output (2022)

Based on the reliability test table 5., it can be concluded that the questionnaire items for the logistic services variable are reliable because the Cronbach Alpha value for the logistic services variable is $0,731 > 0,60$. Thus, respondents' answers are considered valid for the research to proceed to the next stage.

Table 6. Reliability test results for customer satisfaction (Y)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .740 | 11 |

Source: SPSS 22 Output (2022)

Based on the reliability test table 6., it can be concluded that the questionnaire items for the logistic services variable are reliable because the Cronbach Alpha value for the logistic services variable is 0,740 > 0,60. Thus, respondents' answers are considered valid for the research to proceed to the next stage.

Multiple linear regression analysis

The results of the multiple linear regression analysis on the influence of logistic services and inventory management on customer satisfaction of umrah pilgrims at PT. Asyesa Hasanah Tour & Travel Sumatera Barat are as follows:

Table 7. Multiple linear regression test results

| Model | | Coefficients ^a | | | | | | |
|-------|----------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 15.894 | 4.114 | | 3.863 | .000 | | |
| | Logistic services | .205 | .087 | .258 | 2.343 | .022 | .673 | 1.486 |
| | Inventory Management | .420 | .119 | .387 | 3.519 | .001 | .673 | 1.486 |

a. Dependent Variable: customer satisfaction

Source: SPSS 22 Output (2022)

From the table 7., a regression equation can be formulated to understand the influence of logistic services and inventory management on customer satisfaction of umrah pilgrims at PT. Asyesa Hasanah Tour & Travel Sumatera Barat as follows:

$$Y = 15,894 + 0,205X_1 + 0,420X_2$$

Interpretation of multiple linear regression analysis

1. The value of α of 15,894 is the constant or condition where the variable Y (level of customer satisfaction) is not yet influenced by the variables X₁ (logistic services) and X₂ (inventory management). If there are no independent variables, the customer satisfaction variable does not change.
2. The regression coefficient value for X₁ (logistic services) of 0,205 indicates that for every 1 unit increase in the logistic services variable, it will affect the level of customer satisfaction by 0,205. This shows that the logistic services variable positively

affects the level of customer satisfaction at PT. Asyesa Hasanah Tour & Travel Sumatera Barat.

3. The regression coefficient value for X_2 (inventory management) of 0,420 indicates that for every 1 unit increase in the inventory management variable, it will affect the level of customer satisfaction by 0,420. This shows that the inventory management variable positively affects the level of customer satisfaction at PT. Asyesa Hasanah Tour & Travel Sumatera Barat.

Hypothesis test 1: Influence of logistic services on customer satisfaction of umrah pilgrims at PT. Asyesa Hasanah Tour & Travel Sumatera Barat

This research shows that the positive value of 0,205 for the logistic services variable indicates that every 1 unit increase in the logistic services variable will affect customer satisfaction by 0,205. Thus, the higher the logistic services, the higher the customer satisfaction.

The research results show that the logistic services variable significantly influences the customer satisfaction of umrah pilgrims at PT. Asyesa Hasanah Tour & Travel Sumatera Barat. This is proven by the partial test (T test) where the logistic services variable has a t-value of 2,343 > t-table value of 1,989 and a significance value of 0,022 < 0.05. This indicates that H_1 is accepted or H_0 is rejected, meaning that the logistic services variable significantly influences the customer satisfaction variable.

A good service strategy will improve good service in developing customer satisfaction. Hajj and umrah travel agencies are required to have excellent service and satisfactory results. In carrying out the mission, competitors become benchmarks for good service. Hajj and umrah travel agencies use the role of consumer logistics services as a tool for customer satisfaction. This research is in line with the study by Pramudita et. al (2022) which concluded that logistic services positively and significantly influence customer satisfaction. Thus, the higher the logistic services, the higher the customer satisfaction.

Hypothesis test 2: Influence of inventory management on customer satisfaction of umrah pilgrims at PT. Asyesa Hasanah Tour & Travel Sumatera Barat

This research shows that the positive value of 0,420 for the inventory management variable indicates that every 1 unit increase in the inventory management variable will affect the level of customer satisfaction by 0,420. Thus, the higher the inventory management, the higher the customer satisfaction.

This research shows that the inventory management variable significantly influences the customer satisfaction of umrah pilgrims at PT. Asyesa Hasanah Tour & Travel Sumatera Barat. This is proven by the partial test (T test) where the inventory management variable has a t-value of 3,519 > t-table value of 1.989 and a significance value of 0,001 < 0,05. This indicates that H1 is accepted or Ho is rejected, meaning that the inventory management variable significantly influences the customer satisfaction variable.

Inventory management can predict customer satisfaction of umrah pilgrims. Therefore, hajj and umrah travel agencies are expected to improve inventory management for each program they run. By doing so, customer satisfaction can increase better. This research is in line with the study by Wisdiani (2018) which stated that inventory management positively and significantly influences customer satisfaction. This means that the better the inventory management, the higher the customer satisfaction.

In inventory management, various aspects affect the effectiveness of inventory management. This calculation is an alternative to determine how much inventory should be in stock and how much should be ordered by considering ordering costs and storage costs (Lutfiana & Puspitosari 2020).

Hypothesis test 3: Influence of logistic services and inventory management on customer satisfaction of umrah pilgrims at PT. Asyesa Hasanah Tour & Travel Sumatera Barat

The results of the determination coefficient (R^2) test show that the R^2 value is 0,331 or 33,1%. This proves that the logistic services and inventory management variables can explain the customer satisfaction variable of umrah pilgrims at PT. Asyesa Hasanah Tour & Travel Sumatera Barat by 33.1%, and the remaining 66,9% is explained by other variables.

The F-value test result $> F$ -table, which is $20,294 > 2,71$, indicates that all independent variables (X), namely logistic services (X_1) and inventory management (X_2), simultaneously influence the dependent variable (Y), which is customer satisfaction. The significance level obtained is $0,000 < 0,05$. Therefore, it can be concluded that logistic services and inventory management significantly and simultaneously influence customer satisfaction of umrah pilgrims at PT. Asyesa Hasanah Tour & Travel Sumatera Barat. Thus, the higher the implementation of logistic services and inventory management at PT. Asyesa Hasanah Tour & Travel Sumatera Barat, the higher the customer satisfaction of umrah pilgrims. Based on the research results, inventory management has the most significant influence on customer satisfaction with a significance value of $0,001 < 0,05$. Inventory management is a key activity in the production process of company goods within the normal circulation.

Logistic services and inventory management are always needed. Good logistic services and inventory management will result in customer satisfaction of umrah pilgrims. If logistic services and inventory management are implemented maximally, customer satisfaction of umrah pilgrims can increase as expected.

This research highlights two important variables in the umrah travel industry, namely logistic services and inventory management, and how these two variables contribute to the satisfaction of umrah pilgrims. In this industry, customer satisfaction is a key factor in maintaining customer loyalty and enhancing the company's image. Therefore, understanding and managing the factors that influence customer satisfaction is a crucial step.

Logistic services

Logistic services encompass various aspects, ranging from transportation management, goods delivery, to logistical arrangements during the umrah journey. In the context of this study, logistic services include all processes that ensure pilgrims receive efficient and timely services. Good service includes reliability, timeliness, and the availability of adequate resources to meet the needs of the pilgrims.

Service reliability: Reliability in logistic services can be measured by how often umrah travel companies can provide transportation on time and according to the established schedule.

This includes reliability in accommodation arrangements, delivery of personal belongings, and the provision of services while in the Holy Land. The study by Pramudita et al. (2022) shows that the reliability of logistic services has a significant positive correlation with customer satisfaction. This indicates that the more reliable the logistic services provided, the higher the satisfaction of the pilgrims.

Timeliness: Timeliness in logistic services is crucial in the umrah travel industry. Pilgrims have a tight worship schedule, and any delay can disrupt their series of worship activities. Therefore, umrah travel companies must ensure that all logistic processes run according to schedule. This study indicates that the timeliness of logistic services significantly contributes to pilgrim satisfaction. This timeliness covers various aspects, from airport pick-up, departure to places of worship, to returning to accommodations.

Resource availability: The availability of adequate resources such as vehicles, manpower, and other supporting facilities is an important factor in ensuring optimal logistic services. Companies must manage these resources efficiently to ensure continuous service. Adequate resource availability also includes the company's readiness to face emergencies or sudden changes in travel plans. Flexibility and adaptability in logistic services are key factors in maintaining pilgrim satisfaction.

Inventory management

Inventory management involves the process of managing goods and services needed by pilgrims during the umrah journey. This includes arranging the necessary items during the journey, such as food, drinks, worship supplies, and medications. Good inventory management ensures that all the needs of the pilgrims are met without shortages or delays.

Inventory planning: Good inventory planning involves analyzing the needs of the pilgrims and arranging the inventory accordingly. Companies must predict the needs of the pilgrims based on previous experiences and ensure that the required inventory is available in sufficient quantities. This study shows that good inventory planning significantly affects pilgrim satisfaction. With proper planning, companies can avoid inventory shortages and ensure that all the needs of the pilgrims are met.

Inventory control: Inventory control involves monitoring and controlling stock to maintain optimal levels. This includes managing

storage, arranging distribution, and controlling the quality of the goods provided. Effective inventory control ensures that the goods provided are always in good condition and ready for use. This directly contributes to pilgrim satisfaction because they receive quality items that meet their needs.

Distribution and provision: The distribution and provision of goods to the pilgrims must be done efficiently and timely. Companies must have a good distribution system to ensure that the goods reach the pilgrims according to the predetermined schedule. Efficiency in distribution and provision of goods is crucial to maintaining pilgrim satisfaction. Delays or errors in distribution can lead to dissatisfaction and negatively affect the company's overall image.

Conclusion

Based on the above analysis, it can be concluded that logistic services and inventory management significantly impact the satisfaction of umrah pilgrims. Good logistic services include reliability, timeliness, and the availability of adequate resources. Good inventory management involves efficient planning, control, and distribution. These two factors support each other in ensuring that pilgrims receive optimal service during their umrah journey.

This study shows that umrah travel companies should focus on improving logistic services and inventory management to enhance pilgrim satisfaction. Implementing appropriate strategies in these aspects will help companies maintain customer loyalty and improve their image. The results of this study are also consistent with previous studies that show logistic services and inventory management have a significant positive correlation with customer satisfaction. Therefore, umrah travel companies are advised to continuously develop and improve their logistic services and inventory management. By doing so, they can ensure that pilgrims have a satisfying worship experience that meets their expectations.

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