
THE INFLUENCE OF BRAND IMAGE AND PRICE ON PILGRIMS' DECISIONS TO USE THE SERVICES OF PT AGI TOUR INDONESIA IN SINTANG REGENCY



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Abstract

The increase in the number of Umrah pilgrims in Indonesia after the COVID-19 pandemic has led to stronger competition among Umrah travel agencies in providing services, determining pricing strategies, and building brand value. This situation encourages travel agencies to improve their brand image and pricing strategies in order to influence pilgrims when selecting Umrah travel services. This research aims to examine the effect of brand image and price on pilgrims' decisions to use the services of PT AGI Tour Indonesia in Sintang Regency. This study uses a quantitative approach with primary data obtained through questionnaires distributed to 80 respondents who have used the services of PT AGI Tour Indonesia. The data were analyzed using SPSS version 26, including validity and reliability tests, classical assumption tests, multiple linear regression analysis, correlation analysis, coefficient of determination, and hypothesis testing using the t-test and F-test. The findings show that all questionnaire items related to the variables of brand image, price, and pilgrims' decisions are valid and reliable. The classical assumption tests indicate that the data are normally distributed, linear, and free from multicollinearity. The results of multiple linear regression analysis reveal that brand image and price have positive effects on pilgrims' decisions, with the regression equation $Y = 10.889 + 0.425X_1 + 0.539X_2$. The correlation coefficient (R) of 0.834 reflects a very strong relationship between brand image, price, and pilgrims' decisions. Meanwhile, the coefficient of determination (R²) of 0.696 indicates that 69.6% of pilgrims' decisions are influenced by brand image and price, while the remaining 30.4% is affected by other factors not examined in this study. The results of both simultaneous and partial hypothesis testing show that brand image and price significantly influence pilgrims' decisions. Therefore, this study concludes that strengthening brand image and offering competitive pricing are important strategies for Umrah travel agencies to attract and maintain pilgrims.

Keywords: Brand Image, Price, Pilgrims Decision, Umrah Travel Agency, Service Selection

INTRODUCTION

An Umrah travel agency is an institution that provides integrated services to assist pilgrims in performing Umrah, including handling travel documents, flight tickets, accommodation, transportation, and religious guidance. The main purpose of these agencies is to ensure that pilgrims can carry out Umrah safely, comfortably, and smoothly without having to manage the technical aspects of the journey themselves. After the COVID-19 pandemic, the number of Umrah pilgrims increased significantly. In 2023, the total number of pilgrims grew by 58% compared to 2019, reaching a record of 13.55 million pilgrims (Priyanti, 2024). In addition, data from the Ministry of Religious Affairs show that by September 2024 the number of Indonesian Umrah pilgrims had almost reached 2 million (Latifah, 2024). This rapid growth has led to stronger competition among Umrah travel agencies in terms of service quality, pricing strategies, and brand reputation. Therefore, choosing an Umrah travel agency has become an important decision for pilgrims, especially when considering brand image and price.

Table 1
Umrah Travel Agencies in West Kalimantan
2024

No.	PPIU (Umrah Travel Agency)	City/Regency	License Number / Year	Address
1	PT Al Mahdar Tour & Travel	Pontianak	No. U.568 / 2020	Jl. R.E. Martadinata, Ruko Complex Block B No. 5
2	PT Ihya Tour & Travel	Pontianak	No. U.249 / 2020	Jl. K.S. Tubun No. 33
3	PT Menara Tanjung Tour & Travel	Pontianak	No. U.421 / 2020	Jl. Parit H. Husin 2, Griya Caraka I Complex Block B No. 19B
4	PT Muzdalifah Tour & Travel	Pontianak	No. U.463 / 2021	Jl. R.E. Martadinata No. 391
5	PT Tazakka Tour & Travel	Pontianak	No. 259 / 2017	Jl. Dr. Wahidin No. 88
6	PT Aulia Wisata Universal	Pontianak	No. U.80 / 2021	Jl. H.M. Suwignyo No. 7A
7	PT Delta Cipta Globalindo	Pontianak	No. U.208 / 2021	Jl. H.M. Suwignyo, Suwignyo Permai Complex I, Arcadia Housing No. 5A
8	PT Bahrawi Barokah Tour & Travel	Pontianak	License/NIB 81201007426430002	Jl. Tabrani Ahmad, Palembang Indah Complex, RT 006 RW 005
9	PT Shofa Marwah Haromain	Pontianak	License/NIB 01082200436360002	Jl. H.M. Suwignyo, Hidayah Bersama Alley No. 1A

10	PT Utama Mulya Haramain	Pontianak	License/NIB 91203191810950001	Jl. Sei Raya Dalam, Mitra Indah Utama V Complex No. B27
11	PT Angkasa Ahdi Perdana	Pontianak	License/NIB 11122301025130003	Siantan Indah Terminal Complex Block C No. 12–28
12	PT Darul Faizin Amanah	Pontianak	License/NIB 91205091024230001	Jl. Danau Sentarum, Petani Alley No. 4B
13	PT Razka Putra Wisata	Pontianak	License/NIB 23062300465430006	Jl. Tebu No. 27
14	PT Amanah Ainie Wisata Tour & Travel	Kubu Raya	No. U.78 / 2021	Jl. Perintis Kemerdekaan, Gerbang Permata Asri Complex Block H12
15	PT Jawhara Pesona Wisata	Kubu Raya	License/NIB 26112100372460002	Jl. Pelabuhan Sungai Durian Laut, Kemuning Alley
16	PT Almuna Wisata Alami	Sambas	License/NIB 21042200134690001	Kaum Hamlet, Dalam Kaum Village, Sambas District, Sambas Regency
17	PT Hamdalah Ula Wisata	Sambas	License/NIB 13102201008680001	Jl. Ahmad Marzuki, Angsu Tanjung Hamlet, Tanjung Bugis Village, Sambas District
18	PT AGI Tour Indonesia	Sintang	License/NIB 19092201325130001	Jl. Pangeran Kuning No. 39, RT 002 RW 008, Tanjung Puri, Sintang District

Source: West Kalimantan Provincial Office of the Ministry of Religious Affairs, 2024

Table 1.1 shows that there are 18 Umrah travel agencies registered with the Ministry of Religious Affairs of West Kalimantan Province in 2024. One of these agencies is PT AGI Tour Indonesia, which is the only Umrah travel agency headquartered in Sintang Regency. PT AGI Tour Indonesia was established in 2022 by Anwar Sayuthi and is located at Jl. Pangeran Kuning No. 39, Tanjung Puri, Sintang Regency. The company holds an official Business Identification Number (NIB) 19092201325130001 issued by the Ministry of Religious Affairs of West Kalimantan Province. PT AGI Tour Indonesia offers several Umrah package options, as presented in Table 2.

Table 2
Umrah Packages Offered by PT AGI Tour Indonesia 2025

No.	Umrah Package	Room Type	Price (IDR)
1	Mobarok	Quad	35,800,000
		Triple	37,800,000
		Double	39,500,000

2	Raudhah	Quad	41,500,000
		Triple	44,000,000
		Double	46,500,000
3	Multazam	Quad	46,500,000
		Triple	49,000,000
		Double	52,000,000

Source: PT AGI Tour Indonesia, 2025

Table 1.2 shows that PT AGI Tour Indonesia offers several Umrah packages, namely Mobarok, Raudhah, and Multazam. These package options are determined based on the distance of the hotel from the place of worship, the hotel classification, and the transportation used during the journey. The closer the hotel is to the place of worship, the higher the hotel standard and the quality of transportation provided, which consequently results in higher package prices. Umrah departures are scheduled once every three months with no minimum number of pilgrims required. If the number of pilgrims is fewer than ten, they will be combined with pilgrims from other travel agencies that cooperate with PT AGI Tour Indonesia.

PT AGI Tour Indonesia targets the West Kalimantan market, particularly Sintang Regency and surrounding areas, while also serving pilgrims from other regions such as Sambas and Melawi Regencies. The company is a legally registered Umrah travel agency under the Ministry of Religious Affairs of West Kalimantan Province and is well recognized in Sintang Regency. PT AGI Tour Indonesia has experience in managing Umrah departures by providing four- and five-star hotel accommodations located near places of worship, comfortable transportation, and complete travel arrangements, including passports, visas, and pilgrimage equipment. The company also offers certified and experienced religious guides to accompany pilgrims throughout the Umrah process.

In addition, PT AGI Tour Indonesia ensures schedule consistency and provides online booking and digital payment systems to enhance customer convenience. Communication with pilgrims and their families is maintained through responsive customer service and WhatsApp groups. The company also offers personalized assistance for pilgrims requiring special attention, conducts post-service engagement, and receives positive testimonials from previous pilgrims.

PT AGI Tour Indonesia offers various Umrah packages, including customized packages tailored to pilgrims' budgets and preferences, such as family, VIP, corporate, and Ramadan Umrah packages. Pricing is determined based on hotel proximity, accommodation standards, and transportation quality, ensuring that pilgrims receive services proportional to the costs incurred. The prices offered are competitive with those of other Umrah travel agencies.

REVIEW OF LITERATURE

Brand Image

Brand image refers to the set of perceptions, beliefs, and impressions held by consumers toward a brand. A strong brand image reflects credibility, trustworthiness, and positive associations formed through consistent service quality and communication. In the service industry, particularly in religious tourism such as Umrah travel, brand image plays a

crucial role because pilgrims tend to prioritize safety, reliability, and reputation when selecting a service provider. A positive brand image reduces perceived risk and increases confidence, which ultimately influences consumers' decisions to choose a particular service. Previous studies indicate that brand image has a significant positive effect on consumer decision-making, especially in services that involve high emotional and spiritual value.

Price

Price is one of the most important factors considered by consumers when making purchasing decisions. It represents the amount of money paid in exchange for the benefits and value received from a product or service. In the context of Umrah travel services, price is closely related to accommodation quality, transportation facilities, distance of hotels from places of worship, and additional services provided. Competitive and transparent pricing can enhance consumers' perceived value and satisfaction. Several studies have found that price has a significant influence on consumers' decisions, particularly when consumers perceive that the price is fair and proportional to the quality of services offered.

Congregations Decision

A purchasing decision is the process through which consumers evaluate available alternatives and choose a product or service that best meets their needs and expectations. For Umrah pilgrims, the decision to choose a travel agency involves careful consideration due to the spiritual importance, financial cost, and potential risks associated with the journey. Factors such as brand image and price play a key role in shaping pilgrims' trust, perceived value, and final decision to use a particular Umrah travel service.

Siregar and Sumiyati (2025) conducted a study entitled "*The Influence of Product, Price, and Location on Consumers' Purchase Decision at Toko Kue Afifah in Pontianak City.*" This study aimed to analyze the effect of product, price, and location on consumers' purchasing decisions at Toko Kue Afifah, a cake shop located in Pontianak City. Using an associative quantitative approach, data were collected from 100 respondents through questionnaires and analyzed using multiple linear regression with the assistance of SPSS software. The results of the study showed that product, price, and location simultaneously have a positive and significant influence on consumers' purchase decisions, as indicated by the F-test significance value of 0.000. Partially, each independent variable also had a positive and significant effect on purchase decisions, with product ($t = 2.840$; sig. = 0.006), price ($t = 2.284$; sig. = 0.025), and location ($t = 3.171$; sig. = 0.002). The coefficient of determination (R^2) value of 0.473 indicates that 47.3% of purchasing decisions are influenced by product, price, and location, while the remaining 52.7% are influenced by other factors not examined in the study. These findings indicate that product quality, appropriate pricing, and strategic location are important factors influencing consumer purchasing decisions, particularly in the culinary business sector. Therefore, this study strengthens previous research related to marketing mix variables and provides empirical evidence specifically for small-scale cake businesses in Pontianak City.

Irpandi and Sumiyati (2025) conducted a study entitled "*The Impact of Product and Price on Purchasing Decisions: A Study at Daster Aradas Wholesale Store in Pontianak City.*" This research aimed to analyze the influence of product and price variables on consumers' purchasing decisions at the Daster Aradas Wholesale Store in Pontianak City. The study employed an associative quantitative research design with a sample of 100 respondents, selected using purposive sampling techniques. Data were collected through

questionnaires and interviews and analyzed using multiple linear regression with the assistance of SPSS software. The results of the study indicate that product and price simultaneously have a positive and significant influence on purchasing decisions, as evidenced by the F-test value of 123.622 with a significance level of 0.000 (< 0.05). Partially, the product variable has a positive and significant effect on purchasing decisions ($t = 5.456$; sig. = 0.000), and the price variable also shows a positive and significant effect ($t = 5.910$; sig. = 0.000). The correlation coefficient (R) of 0.847 indicates a very strong relationship between product and price and purchasing decisions. Meanwhile, the coefficient of determination (R^2) of 0.718 shows that 71.8% of purchasing decision variations can be explained by product and price variables, while the remaining 28.2% are influenced by other factors not examined in this study. These findings demonstrate that product quality, design variety, and competitive pricing are dominant factors influencing consumer purchasing decisions in the retail clothing sector, particularly in wholesale apparel businesses. This study strengthens previous empirical research related to marketing mix variables and provides specific evidence for clothing retail businesses in Pontianak City.

RESEARCH METHOD

Type of Research

This study employs an associative research design. According to Siregar (2018, p. 7), associative research aims to determine the relationship between two or more variables. In this study, the associative method is used to examine the relationship between brand image, price, and consumers' decisions.

Data Collection Techniques

Primary data are data collected directly by the researcher from the original source or the research location. According to Siregar (2018, p. 16), primary data are obtained firsthand by the researcher. In this study, primary data were collected through interviews and questionnaires. Interviews were conducted with the owner of PT AGI Tour Indonesia to obtain in-depth information related to the research problem. In addition, questionnaires were distributed to consumers or pilgrims who had used the services of PT AGI Tour Indonesia to gather data on brand image, price, and pilgrims' decisions. Secondary data are data published or utilized by institutions other than the researcher. According to Siregar (2018, p. 16), secondary data are obtained from existing sources. In this study, secondary data included a list of Umrah travel agencies in West Kalimantan, Umrah package options, and business revenue reports of PT AGI Tour Indonesia.

Population and Sampling

Population refers to the entire group of individuals or objects that possess certain characteristics determined by the researcher for investigation and generalization. According to Sugiyono (2016, p. 80), population is a generalization area consisting of objects or subjects with specific qualities and characteristics to be studied and conclusions drawn. The population of this study consists of consumers or pilgrims who have used the services of PT AGI Tour Indonesia. A sample is a subset of the population that represents its characteristics. Sugiyono (2016, p. 81) defines a sample as part of the number and characteristics possessed by the population. To determine the sample size from a known population, this study applied the Slovin formula as cited in Siregar (2018, p. 34): where n represents the sample size, N is the population, and e denotes the margin of error. Using a maximum error tolerance of 10%

(0.1) and a population of 249 individuals, the minimum sample size obtained was 71 respondents. To ensure adequate representation, this study involved 75 respondents. The sampling technique employed was purposive sampling. According to Sugiyono (2016, p. 85), purposive sampling is a sampling technique based on specific considerations. The criterion applied in this study was that respondents were consumers who had used the services of PT AGI Tour Indonesia and were at least 17 years of age.

Data Analysis Techniques

a. Instrument Testing

According to Siregar (2018, p. 46), a research instrument is a tool used to obtain, process, and interpret information collected from respondents using the same measurement pattern. The instrument testing conducted in this study consists of validity testing and reliability testing.

1) Validity Test

According to Siregar (2018, p. 46), a validity test indicates the extent to which a measuring instrument is capable of measuring what it is intended to measure. Sugiyono (2016, p. 121) states that a valid instrument is a measurement tool used to obtain valid data. In this study, validity testing was conducted using the SPSS program.

2) Reliability Test

According to Siregar (2018, p. 55), reliability testing is conducted to determine the extent to which measurement results remain consistent when measurements are carried out two or more times on the same phenomenon using the same measuring instrument. Sugiyono (2016, p. 121) states that a reliable instrument is one that produces consistent data when used repeatedly to measure the same object. In this study, reliability testing was performed using the Cronbach's Alpha technique. According to Siregar (2018, p. 57), a research instrument is considered reliable when the reliability coefficient (r_{11}) is greater than 0.6.

b. Classical Assumption Tests

1) Normality Testing

According to Ghozali (2016, p. 154), the normality test aims to examine whether the residuals or error terms in a regression model are normally distributed. In this study, data normality was tested using the Kolmogorov-Smirnov test. The testing criteria were determined based on probability values as proposed by Sujarweni (2015, p. 55), as follows. If the significance value (Asymp. Sig.) is greater than 0.05, the data are normally distributed; conversely, if the significance value (Asymp. Sig.) is less than or equal to 0.05, the data are not normally distributed.

2) Linearity Test

According to Siregar (2020, p. 178), the purpose of the linearity test is to determine whether there is a linear relationship between the dependent variable (Y) and the independent variable (X). In this study, the linearity test was conducted using the Test for Linearity.

3) Multicollinearity Test

According to Ghozali (2016, p. 103), the multicollinearity test aims to examine whether a regression model indicates correlations among independent variables. A good regression model should not exhibit correlations among independent variables. The presence or absence of multicollinearity in the regression model can be identified through the

tolerance value and the Variance Inflation Factor (VIF). Ghozali (2016, p. 103) states that the commonly used cutoff values indicating multicollinearity are a tolerance value of ≤ 0.10 or a VIF value of ≥ 10 .

Multiple Linear Regression

According to Siregar (2018, p. 301), multiple regression is an extension of simple linear regression and serves as a tool to predict future outcomes based on past data or to examine the influence of one or more independent variables on a dependent variable

Correlation Coefficient

According to Siregar (2018, p. 251), the correlation coefficient is a numerical value that indicates the strength of the relationship between two or more variables and also determines the direction of the relationship between the variables.

Simultaneous Test (F-Test)

According to Siregar (2017, p. 303), the purpose of hypothesis testing in the application of multiple linear regression is to determine the extent to which independent variables (X_1 and X_2) simultaneously influence the dependent variable (Y).

Partial Test (t-Test)

According to Siregar (2017, p. 304), the purpose of conducting a partial significance test of independent variables on a dependent variable is to separately measure the contribution of each independent variable to the dependent variable.

RESULTS AND DISCUSSION

Data Analysis

1. Instrument Testing

a. Validity Test

After collecting the respondents' questionnaires, a validity test was conducted on the obtained data. Validity indicates the extent to which a measurement instrument accurately and precisely performs its measurement function. The results of the validity test for the Brand Image variable are presented in Table 3 below.

Table 3
Results of the Validity Test

Item	Corrected Item–Total Correlation	Remarks
X1.1	0.695	Valid
X1.2	0.667	Valid
X1.3	0.67	Valid
X1.4	0.701	Valid
X1.5	0.586	Valid
X1.6	0.601	Valid
X1.7	0.68	Valid
X1.8	0.671	Valid
X1.9	0.71	Valid
X1.10	0.726	Valid
X1.11	0.726	Valid
X1.12	0.74	Valid

X1.13	0.823	Valid
X1.14	0.684	Valid
X1.15	0.521	Valid
X1.16	0.623	Valid
X1.17	0.5	Valid
X1.18	0.585	Valid
X1.19	0.713	Valid
X1.20	0.777	Valid
X1.21	0.558	Valid
X1.22	0.663	Valid
X2.1	0.573	Valid
X2.2	0.517	Valid
X2.3	0.625	Valid
X2.4	0.714	Valid
X2.5	0.807	Valid
X2.6	0.807	Valid
X2.7	0.691	Valid
X2.8	0.605	Valid
X2.9	0.681	Valid
X2.10	0.701	Valid
X2.11	0.687	Valid
X2.12	0.682	Valid
Y.1	0.451	Valid
Y.2	0.556	Valid
Y.3	0.448	Valid
Y.4	0.619	Valid
Y.5	0.338	Valid
Y.6	0.53	Valid
Y.7	0.598	Valid
Y.8	0.719	Valid
Y.9	0.783	Valid
Y.10	0.417	Valid
Y.11	0.445	Valid
Y.12	0.695	Valid
Y.13	0.678	Valid
Y.14	0.658	Valid
Y.15	0.735	Valid

Y.16	0.773	Valid
Y.17	0.75	Valid
Y.18	0.758	Valid

Processed Data from SPSS Version 26, 2026

Table 3 shows the results of the validity test for all research variables. Based on the corrected item–total correlation values, all items of the Brand Image (X1), Price (X2), and Pilgrims’ Decision (Y) variables have correlation coefficients exceeding the minimum acceptable value, indicating that all questionnaire items are valid. This means that each item is able to measure the intended construct accurately and consistently. Therefore, all items for the Brand Image, Price, and Pilgrims’ Decision variables are appropriate and suitable for further statistical analysis.

Reliability Test

Reliability testing is used to determine the level of consistency of a measurement instrument when measurements are conducted two or more times. An instrument is considered reliable if the Cronbach’s alpha value is greater than 0.6. The results of the reliability test for the Brand Image variable are presented in Table 4 below.

Variable	Cronbach’s Alpha	Number of Items
Brand Image (X1)	0.939	22
Price (X2)	0.892	12
Pilgrims’ Decision (Y)	0.891	18

Processed Data from SPSS Version 26, 2026

The reliability test results indicate that all research variables have Cronbach’s Alpha values greater than 0.6. The Brand Image variable (X1) has a Cronbach’s Alpha of 0.939, the Price variable (X2) has a value of 0.892, and the Pilgrims’ Decision variable (Y) has a value of 0.891. These results demonstrate that all measurement instruments used in this study are reliable and exhibit a high level of internal consistency. Therefore, the questionnaire items for all variables are suitable for further data analysis.

Classical Assumption Tests

Normality Test

The normality test aims to determine the distribution of data for the variables used in this study. Data that are appropriate and suitable for analysis should be normally distributed. Normality testing was conducted using the Kolmogorov–Smirnov test. The results of the normality test are presented in Table 4. below

Table 4
Normality Test Results
One-Sample Kolmogorov–Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.47973934
Most Extreme Differences	Absolute	.128
	Positive	.073

	Negative	-.128
Test Statistic		1.148
Asymp. Sig. (2-tailed)		.144
a. Test distribution is Normal		
b. Calculated from data		
c. Lilliefors Significance Correction		
d. This is a lower bound of the true significance.		

Processed Data from SPSS Version 26, 2026

Based on Table 4, the results of the One-Sample Kolmogorov–Smirnov test show that the Asymp. Sig. (2-tailed) value is 0.144, which is greater than the significance level of 0.05. Therefore, it can be concluded that the residual data are normally distributed. This indicates that the normality assumption in the regression model has been satisfied, allowing further statistical analysis to be conducted

Linearity Test

Table 5
Linearity Test Results

Variable	Deviation from Linearity	Remarks
Brand Image (X1)	0.252	Linear
Price (X2)	0.566	Linear

Processed Data from SPSS Version 26, 2026

Based on the linearity test results, the deviation from linearity values for Brand Image (X1) and Price (X2) are 0.252 and 0.566, respectively, both of which are greater than 0.05. These results indicate that there is a linear relationship between each independent variable and the dependent variable. Therefore, the linearity assumption required for multiple linear regression analysis has been satisfied.

Multicollinearity Test

Table 6
Multicollinearity Test Results
Coefficients

Model		Colinierity statistic	
		Tolerance	VIF
1	(Constant)		
	X1.Rt	.443	2.257
	X2.Rt	.443	2.257

Processed Data from SPSS Version 26, 2026

Based on Table 6, it can be concluded that there is no multicollinearity among the independent variables in the regression model. This is indicated by the tolerance values of each variable being greater than 0.10 and the Variance Inflation Factor (VIF) values being less than 10.

Multiple Linear Regression Analysis

This method is used to examine and determine the effect of the independent variables, namely Brand Image (X1) and Price (X2), on the dependent variable, Pilgrims’ Decision (Y). The results of the multiple linear regression analysis are presented in Table 7

Table 7
Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.889	5.515		1.974	.052
	Brand Image	.425	.078	.511	5.417	.000
	Price	.539	.134	.381	4.035	.000

Processed Data from SPSS Version 26, 2026

Based on the results presented in Table 7, the multiple linear regression equation can be formulated as follows:

$$Y = 10.889 + 0.425X_1 + 0.539X_2$$

From Table 7, the multiple linear regression model can be interpreted as follows:

- The constant value of 10.889 indicates that when all independent variables are equal to zero, the Pilgrim Decision variable will increase by 10.889 units.
- The regression coefficient of the Brand Image variable is 0.425, meaning that if Brand Image increases by one unit, the Pilgrim Decision variable will increase by 0.425 units, assuming other variables remain constant.
- The regression coefficient of the Price variable is 0.539, indicating that an increase of one unit in Price will lead to an increase of 0.539 units in the Pilgrim Decision variable, *ceteris paribus*.

Correlation Coefficient (R)

Table 8
Results of Correlation Coefficient (R)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.834 ^a	.696	.688	3.525
a. Predictors: (Constant), Price, Brand Image				

Processed Data from SPSS Version 26, 2026

Based on Table 8, it is known that the correlation coefficient (R) obtained is 0.834, which indicates that the relationship between Brand Image and Price is positive. Referring to the guideline in Table 8 (Levels of Correlation and Strength of Relationship), a correlation value of 0.834 falls into the very strong category. Therefore, it can be concluded that Brand Image (X₁) and Price (X₂) have a very strong relationship with Pilgrim Decision (Y).

Coefficient of Determination (R²)

The coefficient of determination is used to identify the contribution or influence of one or more independent variables (X) on the dependent variable (Y). The results of the coefficient of determination (R²) test, as presented in Table 4.19, show that the R² (R Square) value obtained is 0.696. This indicates

that 69.6% ($0.696 \times 100\%$) of the variation in Pilgrim Decision can be explained by Brand Image and Price, while the remaining 30.4% is explained by other variables not included in this research model.

Simultaneous Effect Test (F-Test)

Table 9

Results of the Simultaneous Effect Test (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	2193.809	2	1096.905	88.296	.000
	Residual	956.578	77	12.423		
	Total	3150.387	79			
a. Dependent Variable: Congregation's Decision						
b. Predictors: (Constant), Price, Brand Image						

Processed Data from SPSS Version 26, 2026

Based on the results of the F-test presented in Table 9, the significance value for Brand Image and Price simultaneously affecting Pilgrim Decision is 0.000, which is less than 0.05. The results of the simultaneous test (F-test) indicate that Brand Image and Price simultaneously have a significant effect on Pilgrim Decision.

Table 10

Results of the Partial Effect Test (t-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.889	5.515		1.974	.052
	Brand Image	.425	.078	.511	5.417	.000
	Price	.539	.134	.381	4.035	.000
a. Dependent Variable: Congregation's Decision						

Processed Data from SPSS Version 26, 2026

Based on Table 10, it can be identified that the magnitude of the effect of each independent variable, namely Brand Image and Price, on Pilgrim Decision is as follows:

- a. The significance level of the Brand Image (X_1) variable is $0.000 < 0.05$, indicating that Brand Image partially has a significant effect on Pilgrim Decision (Y).
- b. The significance level of the Price (X_2) variable is $0.000 < 0.05$, which means that Price partially has a significant effect on Pilgrim Decision (Y)

CONCLUSION

Based on the results of data analysis and hypothesis testing, several conclusions can be drawn from this study. The instrument testing results indicate that all questionnaire items for the variables Brand Image, Price, and Pilgrims' Decision are valid and reliable, meaning that the measurement instruments are appropriate and consistent for further analysis. The classical assumption tests, including normality, linearity, and multicollinearity tests, show that all assumptions required for multiple linear regression analysis have been fulfilled. The

multiple linear regression analysis results demonstrate that Brand Image and Price have a positive effect on Pilgrims' Decision. The regression equation obtained confirms that improvements in Brand Image and appropriate pricing strategies can increase pilgrims' decision-making levels. The correlation coefficient (R) value of 0.834 indicates a very strong relationship between Brand Image and Price and Pilgrims' Decision. Furthermore, the coefficient of determination (R^2) value of 0.696 indicates that 69.6% of the variation in Pilgrims' Decision can be explained by Brand Image and Price, while the remaining 30.4% is influenced by other factors not included in this study. The results of the simultaneous effect test (F-test) show that Brand Image and Price simultaneously have a significant effect on Pilgrims' Decision. In addition, the partial test results (t-test) indicate that Brand Image and Price each have a significant effect on Pilgrims' Decision. Overall, it can be concluded that Brand Image and Price are important determinants of Pilgrims' Decision, both individually and simultaneously, and play a significant role in influencing pilgrims' decision-making.

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