



**THE FACTORS INFLUENCING CUSTOMER LOYALTY
TOWARD UMRAH TRAVEL AGENCY**

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ABSTRACT

Keeping loyal customer and ensuring repeat visits became important to an organization to maintain in such industry. The previous study has shown that many of the researchers have developed an empirical study about the factor influencing customer loyalty in many industries include airlines, telecommunication, banking and hotel industries. However, there is less study about the customer loyalty on the field of Umrah travel agency. Therefore, the purpose of this study is to identify factors influencing customer loyalty toward Umrah travel agency in terms of customer satisfaction, service quality, price, commitment, and trust. This research presents primary data collected by self-administered questionnaire involving a sample of 100 respondents from the area of Negeri Sembilan only. The data obtained was analyzed by using descriptive analysis, reliability test which is Cronbach's Alpha, correlation test using Pearson Correlation Analysis and regression analysis using Multiple Linear Regression technique. This study reveals that trust is the only factor influencing customer loyalty toward Umrah travel agency while the other factors did not influencing them to be loyal towards Umrah travel agency. Therefore, for future research, this study recommends to the researcher to look at the different factor that might influence customer loyalty toward Umrah travel agency.

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CHAPTER 1: INTRODUCTION

1.0 INTRODUCTION

This study is to examine the factors influencing customer loyalty toward Umrah travel agency. This section of this chapter will discuss briefly on the overview or background of the study, problem statement, research objective, research question, significant of study, scope of study, and definition term.

The objective of this study will be divided by two parts which is main research objective and specific research objective. Furthermore, this study will be using two types of research question. Firstly, the main research question and secondly, the specific research questions.

1.1 OVERVIEW/BACKGROUND OF STUDY

Keeping loyal customer and ensuring repeat visits become important to organization to maintain in religious tourism industry. The successfulness of the firm's in the industry is based on their loyal customers, (Reinartz and Kumar, 2002). Loyal customers can maximize the profit of the firms when they repurchase the product and services from the same firms for a long time.