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ANALYSIS OF DECISION FACTORS OF UMRAH PILGRIMS CHOOSING PT. INTAN RAUDAH MADINAH (IRM) TOUR AND TRAVEL

Abstrak

Pada penelitian ini bertujuan untuk mengetahui faktor-faktor apa saja yang mendorong keputusan jamaah umroh memilih PT.Intan Raudah Madinah (IRM) Tour and Travel dan faktor yang paling mendominasi. Metode penelitian yang digunakan dalam penelitian ini yaitu analisis faktor exploratory. Teknik pengumpulan data yang digunakan yaitu studi kepustakaan dan studi lapangan seperti survei, wawancara dan kuesioner. Populasi dalam penelitian ini adalah jamaah umroh yang sudah melakukan keberangkatan di IRM tour and travel tahun 2022. Pengambilan sampel yang digunakan pada penelitian ini yaitu metode Purposive sampling sebanyak 131 responden. Data di uji menggunakan analisis faktor exploratory dengan bantuan IBM SPSS versi 26. Berdasarkan hasil dari penelitian ini, tingkat keputusan jamaah memilih PT.Intan Raudah Madinah (IRM) Tour and Travel ada di kriteria sangat tinggi. Pada analisis faktor, dari 20 indikator yang ditentukan setelah dilakukan uji korelasi, direduksi menjadi 18 indikator. Setelah melakukan proses factoring dan rotation, terbentuk 5 faktor dengan tepat sesuai nilai korelasinya, yaitu faktor tanggap dan ramah, faktor kepercayaan, faktor pelayanan, faktor tanggung jawab, dan faktor keamanan dan lokasi. Dari 5 faktor tersebut, yang paling mendominasi yaitu faktor tanggap dan ramah yang terdiri dari tanggap akan kebutuhan, ramah, transportasi aman, dan hotel terjangkau.

Kata Kunci : Analisis Faktor Exploratory, Keputusan Memilih, PT. Intan Raudah Madinah (IRM) Tour and Travel

Abstract

This study aims to find out what factors drive the decision of Umrah pilgrims to choose PT.Intan Raudah Madinah (IRM) Tour and Travel and the most dominant factor. The research method used in this research is exploratory factor analysis. Data collection techniques used are literature studies and field studies such as surveys, interviews and questionnaires. The population in this study were Umrah pilgrims who had already departed for IRM tour and travel in 2022. The sample used in this study was the purposive sampling method of 131 respondents. The data was tested using exploratory factor analysis with the help of IBM SPSS version 26. Based on the results of this study, the decision rate of Umrah pilgrims choosing PT.Intan Raudah Madinah (IRM) Tour and Travel is in the very high criteria. In factor analysis, of the 20 indicators determined after the correlation test was carried out, they were reduced to 18 indicators. After carrying out the factoring and rotation processes, 5 factors are formed correctly according to their correlation values, namely responsive and friendly factors, trust factors, service factors, responsibility factors, and safety and location factors. Of these 5 factors, the most dominating are responsive and friendly factors consisting of being responsive to needs, friendly, safe transportation, and affordable hotels.

Keywords: Exploratory Factor Analysis, Choosing Decision, PT. Intan Raudah Madinah (IRM) Tour and Travel

1. Introduction

The majority of Indonesia's population adheres to Islam. Thus making Indonesia a country that has the largest Muslim population in the world. Therefore, many Muslims in Indonesia perform Hajj and Umrah. There are so many Muslims in Indonesia who want to immediately perform Hajj so that the waiting list for Hajj is getting longer. In addition, since the Covid-19 pandemic, the quota of pilgrims has been limited, including Indonesia, there are more and more prospective pilgrims in Indonesia on the waiting list. Because this queue time will cause too long waiting, especially for elderly parents, many prospective pilgrims decide to perform Umrah first.

Umrah pilgrims will increase every year in Indonesia, during 1435 H to 1439 H. However, during the Hajj season 1440 H (2018-2019) period September-June, slightly decreased with a total of 974,650 pilgrims. But even so, in 1440 H, Indonesia became the country with the second largest number of Umrah pilgrims after Pakistan which sent around 1.5 million to Umrah pilgrims (Bareska, 2019). So even though there are many fraud issues that interfere with the trust of pilgrims in choosing Umrah travel, it still does not dampen the enthusiasm of pilgrims in carrying out Umrah. The enthusiasm and high interest of Muslims who want to go to Umrah is an attractive business opportunity for business people. Evidenced by the emergence of many travel agents or travel agencies that provide Umrah services, ranging from official agents to famous travel branches spread across Indonesia. Various efforts are made by expecting that the decision making of pilgrims in choosing will fall on the offer of the company's services.

In 2020 the world experienced the impact of the Covid-19 pandemic, which began in Wuhan City, China. This pandemic spread to various corners of the world quickly. Of the various impacts due to the Covid-19 pandemic, one of them is to cause changes in worship activities, namely Hajj and Umrah, to stop the arrival of international Umrah pilgrims which causes several countries to be unable to carry out Umrah and must be postponed, one of which is Indonesia. But in the end, on January 8, 2022, the first Umrah departure was carried out by referring to strict health protocols (Kompas.com, 2022).

In order to avoid unwanted things, prospective pilgrims are expected to be more selective not to be interested in offering cheap prices for Umrah packages and determine Umrah travel options that already have permission from the Ministry of Religion or the Ministry of Religious Affairs in Indonesia. In 2022, from the Ministry of Religious Affairs website, there are already 1615 PPIU (organizers of Umrah Trips) or often called Umrah Travel on the official list of the Ministry of Religious Affairs of the Republic of Indonesia (KEMENAG, 2022). In Garut Regency there are 3 official Umrah Travel that have been registered with the Ministry of Agriculture, namely PT. MDL 525 Group, PT. Intan Raudah Medina, and PT. Global Elittihad Tours. The 3 trips have begun to dispatch Umrah pilgrims in the post-pandemic. The following is shown in Table 1.1 of the number of post-pandemic pilgrim departures on the 3 trips:

Table 1.1: Number of Post-Pandemic Pilgrim Departures in 2022

No	Umrah Travel Name	No. SK	Number of Departures
1	PT. MDL 525 Group	Nomor 1030 Tahun 2019	105
2	PT. Intan Madinah Raudah	Nomor 126 Tahun 2020	195
3	PT. Elittihad Global Wisata	Nomor U.366 Tahun 2021	169

Based on Table 1.1, among the 3 Umrah travel in Garut Regency that have a Ministry of Trade permit, at PT. Intan Raudah Madinah dispatched the most Umrah pilgrims during the post-pandemic in 2022. Therefore, researchers chose PT. Intan Raudah Medina for research sites. PT. PT. Intan Raudah Madinah is a company in the field of Umrah and Hajj services. This company has been established since 2017. IRM tour and travel is a company established under the auspices of PT. Diamond Raudah Medina. IRM tour and travel has a permit with Number 125 of 2020 has also been accredited B since August 2019, and is addressed at Jl. Pasundan No.8, Kulon City, Garut Regency, West Java 44114. IRM tour and travel is famous for its friendly service, facilities that are suitable for prices because the company prioritizes the comfort and desire of pilgrims, so that they are solemn in carrying out Umrah worship. Since its establishment in 2017, the number of IRM tour and travel pilgrims each year has fluctuated. The number of departures in 2018 was recorded at 376, in 2019 there were 183, in 2020 there were 193, in 2021 there were none, and in 2022 there were 195 (February-April).

Just like a consumer who decides to buy a product, choosing travel to perform Umrah is a decision of prospective pilgrims. It was stated by Swastha & Irawan (2005) that companies must understand what factors make the impetus in purchasing decision making. Therefore, the decisions made by consumers can be driven by several factors and do not just happen. There are many factors for pilgrims to consider in deciding on a purchase. To find out what factors drive pilgrims' decisions in choosing IRM tour and travel, researchers conducted a pre-research survey of 30 pilgrims. From the results of a pre-research survey conducted by researchers by distributing questionnaires to Umrah pilgrims who have departed on IRM tour and travel after the pandemic in 2022, several reasons are known why pilgrims choose IRM tour and travel. These reasons are explained in Table 1.2 as follows:

Table 1.2: Pre-research Survey Results

No	Choosing Decision
1	Trust in product quality
2	Trust in service quality
3	Legality
4	Responsibility
5	Providing excellent service
6	Be responsive to needs
7	Friendly
8	Muthawwif service is satisfactory
9	Knowledgeable advisors
10	Manasik materials and guidebooks are clear
11	Responsiveness to handle issues
12	Guaranteed security
13	Location is easy to reach
14	Convenient facilities
15	Safe transport
16	Affordable hotel
17	Prices according to financial condition
18	Prices according to services and facilities
19	Recommendations of relatives
20	Positive information from alumni

Based on the results of the pre-research survey, it can be seen from Table 1.2 above showing the results of the pre-research survey of 30 pilgrims getting 20 indicators that will be reduced to factors that encourage pilgrims' decisions to choose Umrah travel on IRM tour and travel.

Based on the description above, researchers want to know what factors drive pilgrims' decisions to choose PT. Intan Raudah Madinah (IRM) Tour and Travel and what factors dominate. The title of this study is "Analysis of Decision Factors for Umrah Pilgrims to Choose P. Intan Raudah Madinah (IRM) Tour and Travel".

2. Literature Review

2.1 Tourism

Tourism is proven to be able to contribute to the maximization of a country because tourism itself is one of the driving engines of the entire world economy. According to Law Number 10 of 2009 in article 1 paragraph 3, states that tourism is "a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local government".

2.2 Tourism Management

According to Manulang (2012) management is "the art and science of planning, organizing, actuating, directing, and controlling resources in achieving predetermined goals. While tourism is "a tourist travel activity that is carried out by traveling around or many times, both planned and unplanned that can make tourists get experience" (Hidayah, 2019). Therefore, it can be concluded that tourism management is an action in planning, organizing, moving, directing and controlling which is carried out to determine and achieve the targets that have been set through the use of human resources and other resources in the field of tourism.

2.3 Marketing Management

One that can achieve success in doing business is by implementing marketing management. Marketing management according to Kotler and Armstrong (2018) is an art and science in determining the choice of target market and target market that also makes connections that can generate profits with the target market. It is one of the most commonly used promotional tools because of its effectiveness in reaching consumers. Advertising according to Tjiptono (2015) is one of the most widely used forms of promotion by companies in promoting their products. At least this can be seen from the amount of advertising spending that each company spends on the brands it produces.

2.4 Religious Tourism

Religious tourism is part of da'wah activities that can offer tours to tourist objects or attractions with religious nuances, which are able to move public awareness on the Almighty, namely Allah SWT and on his religion (Tanjung, 2019). The purpose of this religious tourism is to learn to always remember the Oneness of Allah SWT., inviting humans not to experience heresy in shirk or kufr.
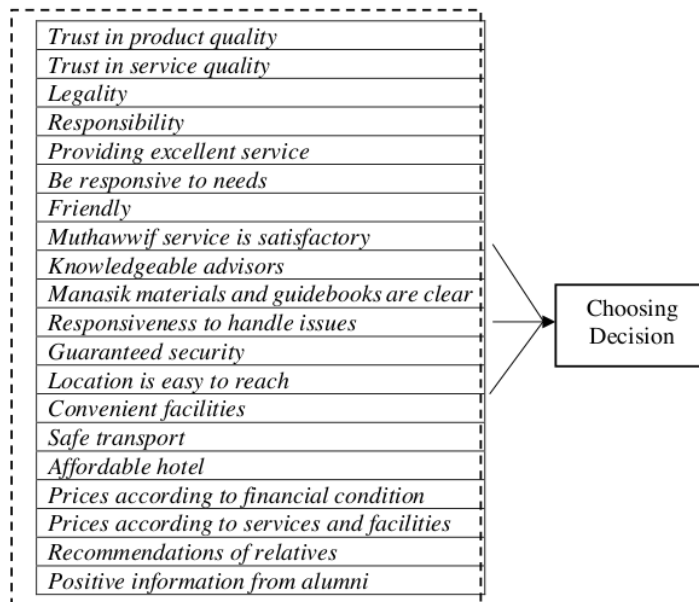
2.5 Purchase Decision

In making purchase decisions on goods or services sold by sellers, consumers certainly go down directly. Due to the wants and needs of consumers, this purchase decision making occurs.

Purchasing decisions are defined by Sangadji and Sopiah (2013) which means all behaviors carried out based on desires obtained when consumers consciously determine one of them among existing choices.

Based on the results of a pre-research survey conducted by researchers on 30 pilgrims, 20 indicators were obtained. The indicators that have been obtained will later be reduced to several factors, factor 1, factor 2, and so on that encourage pilgrims' decisions to choose IRM tour and travel.

Trust in product quality
Trust in service quality
Legality
Responsibility
Providing excellent service
Be responsive to needs
Friendly
Muthawwif service is satisfactory
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Responsiveness to handle issues
Guaranteed security
Location is easy to reach
Convenient facilities
Safe transport
Affordable hotel
Prices according to financial condition
Prices according to services and facilities
Recommendations of relatives
Positive information from alumni

→ Choosing Decision

H1: Trust in product quality, trust in service quality, legality, responsibility, providing excellent service, responsive to needs, friendly, satisfying muthawwif service, knowledgeable supervisors, clear management materials and guidebooks, responsiveness in handling problems, guaranteed security, easy location to reach, convenient facilities, safe transportation, affordable hotels, prices according to financial conditions, prices according to services and facilities, recommendations of relatives, and positive information from alumni are factors that drive the decision of Umrah pilgrims to choose PT. Intan Raudah Madinah (IRM) tour and travel.

3. Research Methods

The research method used by researchers is factor analysis. Factor analysis according to Santoso (2015) states that factor analysis will try to find interrelationships between several independent variables, which can eventually be made one or a number of sets of variables where the number is smaller than the initial variable. And in this study, factor analysis is used to find what factors will drive the decision of Umrah pilgrims to choose IRM tour and travel.

The research site is carried out at IRM tour and travel under the auspices of PT. Intan Raudah Madinah is precisely on Jl. Pasundan No.8, Kulo City, Garut Regency, West Java 44114, and already has a permit with Number 125 of 2020. The data sources used are primary data and

secondary data. Primary data sources are obtained through primary sources, namely from research object surveys and questionnaires distributed offline and online to Umrah pilgrims IRM tour and travel. Secondary data researchers get from various sources, namely IRM company profile files, pilgrim data, books, scientific articles, and previous research. The population in this study is Umrah pilgrims who have departed on IRM tour and travel in 2022 with a total of 195 pilgrims. This number is the total of departures during February, April and May in 2022. The sample used is part of the number of Umrah pilgrims, with the sampling technique used, namely purposive sampling, including nonprobability sampling techniques. Therefore, this study set criteria to take samples, namely Umrah pilgrims, IRM tour and travel domiciled in Garut District.

To find out the number of respondents who want to be sampled, then the luck with the Slovin formula. The probability of an error is 5% or $a = 0.05$. The population in this study was 195 pilgrims, therefore the formula is:

$$n = \frac{N}{1 + Ne^2}$$
$$= \frac{195}{1 + 195\,(0{,}05^2)}$$
$$= \frac{193}{1 + 0{,}4875}$$
$$= \frac{195}{1{,}4875} = 131{,}092$$

The sample size of the slovin formula yielded 131,092 respondents and rounded up to 131 respondents.

4. Results and Discussion

4.1 Data processing process

From the results of the researchers collected data by distributing questionnaires to 131 pilgrims who had departed at IRM tour and travel, the following is a description of the characteristics of respondents based on several groups, namely:
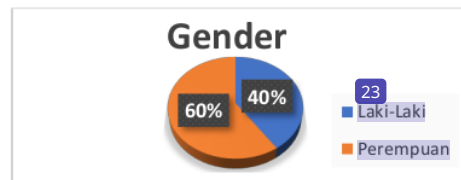

Figure 1: Characteristics of respondents by gender

Based on Figure 1, researchers divided the sexes into 2 groups, namely men and women. When viewed in the picture, from a total of 131 respondents, it shows that in the decision of Umrah pilgrims to choose IRM tour and travel in February, April, and May, most female respondents obtained a percentage of 60% or 78 people. This is because the average man brings his wife and

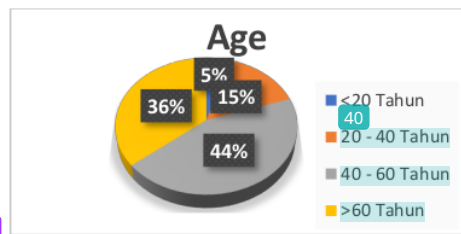*mother. Also some women who leave only with their mother or their friends.*

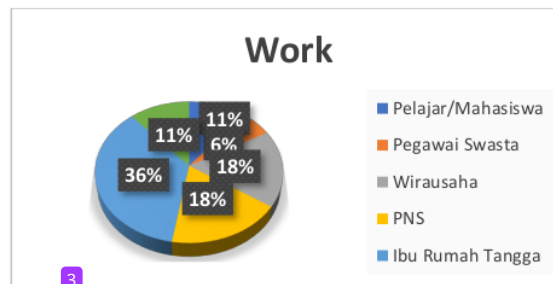*Figure 2: Characteristics of respondents by age*

Based on Figure 2, it can be seen that the decision of Umrah pilgrims to choose IRM tour and travel is dominated by 40-60 years old as many as 44% or 58 respondents. This is because, according to the presentation of IRM tour and travel employees, usually pilgrims who are interested in Umrah are indeed among the elderly. Where at that age he is usually able and ready to carry out Umrah, from physical, financial, and mental. From the observations of researchers, most parents aged 40-60 years who decide to choose IRM tour and travel because the promotion carried out by the distributor of IRM tour and travel is always carried out at the place of recitation or in villages, and word of mouth from their relatives (word of mouth).

Figure 2: Characteristics of respondents by occupation

Based on Figure 4.3, it can be seen that the decision of Umrah pilgrims to choose IRM tour and travel is dominated by housewives housewives as much as 36% or 47 respondents compared to other jobs, it is related to the characteristics of respondents based on gender where many women decide to choose IRM tour and travel. The average of these women is a housewife.
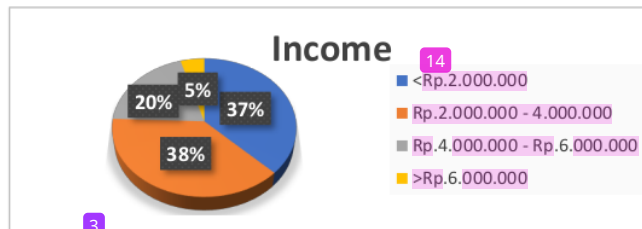

Figure 3: Characteristics of respondents by income

Based on Figure 4.4, it can be seen that the income of Rp.2,000,000 – Rp.4,000,000 dominates as much as 38% or 50 respondents compared to other incomes. From these data, it can be seen that the decision of Umrah pilgrims to choose IRM tour and travel is dominated by pilgrims who have an income of Rp.2,000,000 – Rp.4,000,000. This is because pilgrims who

decide to choose IRM tour and travel already have incomes ranging from Rp.2,000,000 – Rp.4,000,000.

Factor Analysis

In analyzing the driving factors for the decision of Umrah pilgrims to choose PT. Intan Risalah Madinah (IRM) Tour and Travel, researchers utilize IBM SPSS 26 software for use in factor analysis. Based on the results of the survey conducted, 20 indicators were obtained which will be reduced to several factors. Here are the steps and outputs of the factor analysis, namely:

Step one: Test KMO and Barlett's

Table 3: KMO and Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,809
Bartlett's Test of Sphericity	Approx. Chi-Square	2109,183
	Df	190
	Sig.	,000

In the output result, the MSA value of 0.809 is greater than 0.50. Then Barlett's test of Sphericity Sig. value of 0.000 is less than 0.05. Then these indicators are correlated and worthy of further analysis.

Second step: Anti-image matricrs

From the output of factor analysis regarding anti-image correlation data, it shows that the MSA number has been met above 0.05. Then the conditions are met and there is no need for retesting.

Step three: Communalities

Basically, communalities are a number of variances of an indicator that can be explained by factors that have been rotated. To qualify for Communalities, Communalities > 0.5. In the results of this research output, there are 2 indicators that do not meet communalities with a value of <0.5, namely in indicators X3 and X20. Therefore, retesting is carried out from the beginning to be able to proceed to the next stage of analysis. In the 2nd test was carried out without entering the indicators X3 and X20. So the indicators tested are as many as 18 indicators

Table 4: KMO and Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,800
Bartlett's Test of Sphericity	Approx. Chi-Square	2032,215
	Df	153
	Sig.	,000

In the output result, the MSA value of 0.800 is greater than 0.50. Then Barlett's test of Sphericity Sig. value of 0.000 is less than 0.05. This means that it shows the adequacy of the sample and there is a correlation between indicators. This means that it can be processed to the next step because it is feasible.

Table 5: Anti Image Correlation

Indikator	MSA	Indikator	MSA
X_1	664^a	X_{11}	869^a
X_2	806^a	X_{12}	844^a
X_4	823^a	X_{13}	872^a

X_5	903^a	X_{14}	867^a
X_6	792^a	X_{15}	706^a
X_7	646^a	X_{16}	853^a
X_8	833^a	X_{17}	802^a
X_9	814^a	X_{18}	898^a
X_{10}	679^a	X_{19}	766^a

In Table 5, from the output results it can be seen that the MSA number has been met above 0.05. Then the conditions are met and there is no need for retesting. The next stage is to qualify for communality.

Table 6: Communalities

	Initial	Extraction
X_1	1.000	,849
X_2	1.000	,750
X_4	1.000	,718
X_5	1.000	,667
X_6	1.000	,806
X_7	1.000	,826
X_8	1.000	,522
X_9	1.000	,603
X_{10}	1.000	,851
X_{11}	1.000	,885
X_{12}	1.000	,888
X_{13}	1.000	,888
X_{14}	1.000	,601
X_{15}	1.000	,817
X_{16}	1.000	,779
X_{17}	1.000	,743
X_{18}	1.000	,681
	1.000	,639

Extraction Method: Principal Component Analysis.

In Table 6, of the 18 indicators that meet the communalities value requirement of > 0.5, then the indicator can be explained by factors that have been rotated, can be seen in the X1 indicator that the extraction number is 0.849, which shows that 84.9% of the variance of the X1 indicator can be explained by factors that have been rotated. Likewise continue on other indicators.

Step four: Factoring

The fourth stage is the factoring process where this process extracts a set of indicators with the Participan component analysis (PCA) method,

Table 7: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8,026	44,588	44,588	8,026	44,588	44,588
2	1,920	10,669	55,257	1,920	10,669	55,257
3	1,279	7,108	62,365	1,279	7108	62,365
4	1,214	6,742	69,107	1,214	6,742	69,107
5	1,074	5,965	75,072	1,074	5,965	75,072
6	,863	4,792	79,864			
7	,738	4,100	83,964			
8	,594	3,297	87,262			
9	,517	2,874	90,135			
10	,476	2,645	92,780			
11	,378	2,099	94,879			
12	,313	1,738	96,617			
13	,201	1,119	97,735			
14	,157	,871	98,607			
15	,123	,685	99,292			
16	,066	,366	99,659			
17	,033	,182	99,840			
18	,029	,160	100,000			

Extraction Method: Principal Component Analysis.

The output results in Table 7 can be seen from the 18 indicators included in the factor analysis. The 18 components above are summarized into 5 factors formed, namely component 1 with an eigenvalue of 8.026, component 2 with an eigenvalue of 1.920, component 3 with an eigenvalue of 1.279, component 4 with an eigenvalue of 1.214, and component 5 with an eigenvalue of 1.074. This happens because the eigenvalue number from components 1 to 5 has a value above number 1, different from other indicators from components 6 to 18 the eigenvalue is below number 1, therefore the factoring process stops at only 5 factors. So if the 18 indicators are summarized into 1 factor, then the variance that can be explained in one factor is:

8,026 / 18 x 100% = 44,588%

If the indicators are extracted into 5 factors, namely:
- First factor variance 44.588%
- Second factor variance 1.920 / 18 x 100 % = 10.669%
- Third factor variance 1.279 / 18 x 100 % = 7.108%
- Fourth factor variance 1.214 / 18 x 100 % = 6.742%
- Fifth factor variance 1.074 / 18 x 100 % = 5.965%

So the total of the five factors can explain 44.588% + 10.669% + 7.108% + 6.742% + 5.965% = 75.072 of the 18 indicators.

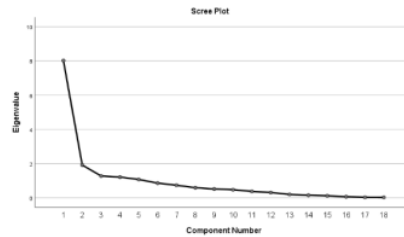The following is a graph of the scree plot presented in Figure 5

Figure 5 Scree Plot

In Figure 5, the scree plot shows the same explanation as the total table of variance, only it is seen in graphical form.

Table 8: Component Matrix

	Component				
	1	*2*	*3*	*4*	*5*
X_1	,685	,358	,421	,248	,112
X_2	,719	417	,090	-,012	-,226
X_4	,534	222	-,612	,098	-,002
X_5	,766	,230	-,091	-,071	-,119
X_6	,706	-,501	,220	,000	-,095
X_7	,577	-,604	,155	,274	-,174
X_8	,578	-,029	,193	-,284	-,262
X_9	,443	,287	-,091	-,356	-,435
X_{10}	,698	,374	,387	,246	,114
X_{11}	,828	-,130	-,186	-,347	,169
X_{12}	,851	-,163	-,136	-,312	,148
X_{13}	,820	-,168	-,169	-,348	,194
X_{14}	,576	,166	-,285	,296	,270
X_{15}	,643	-,379	-,259	,407	-,167
X_{16}	,689	-,503	,203	,068	-,072
X_{17}	,710	,409	,156	,042	-,214
X_{18}	,655	,121	-,224	,361	,237
X_{19}	,291	-,004	,313	-,257	,624

Extraction Method: Principal Component Analysis.
a. 5 components extracted.

Table 8 explains that after it is known that the number of invoices formed is 5, the component matrix table shows the distribution of the 18 indicators against the existing factors. The process of determining what indicators will be included in the formed factors is carried out by comparing the magnitude of the correlation based on the loading factor which must be greater than 0.5. In order to see a more real and clear distribution, it can be seen in the Rotated Component Matrix table. Where the loading factor listed was small it will be smaller and the large loading factor will be larger.

Table 9: Rotated Component Matrix

	Component				
	1	*2*	*3*	*4*	*5*

	1	2	3	4	5
X7	.894	.126		.104	
X6	.816	.170	.227		.238
X16	.816	.180	.166		.211
X15	.705			.532	-.153
X1	.186	.853	.151	.165	.191
X10	.173	.847	.165	.199	.191
X17	.135	.635	.516	.234	
X2	.112	.582	.571	.268	
X9		.132	.758		
X8	.352	.226	.563		.165
X5	.212	.379	.543	.406	.135
X4			.324	.781	
X14	.125	.318		.679	.150
X18	.234	.389		.677	.130
X19		.241			.756
X13	.407		.471	.416	.570
X11	.385		.499	.432	.545
X12	.443		.486	.406	.531

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 10 iterations.

It can be seen in Table 9 is the result of the rotation process which shows a real and clear distribution of indicators. The value of the loading factor that was small becomes smaller and the value of the loading factor that was previously large will be greater. Thus the 18 existing indicators have been reduced to 5 new factors that are formed/rotated themselves.

Table 11: Component Transformation Matrix

Component	1	2	3	4	5
1	,519	,449	,471	,465	,301
2	-,776	,539	,264	,155	-,117
3	,184	,582	-,120	-,762	,178
4	,220	,408	-,621	,337	-,535
5	-,213	,056	-,555	,256	,760

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Based on Table 11 shows that the numbers in the columns that have been marked are Component 1 with 1, Component 2 with 2, and Component 5 with 5. From the 5 components, it can be seen that there are 3 factors whose value is greater than 0.5, namely Component 1, Component 2, and Component 5. This shows that the 3 factors are formed/rotated correctly, because they have a high correlation value.

Based on the results of data processing using factor analysis that legality indicators (X3) and positive information indicators from alumni (X20) were excluded from processing because they did not meet communalities, the research hypothesis was rejected.

4.1 Discussion

The following factors have been formed by giving their names, which are as follows:

1. Responsive and Friendly Factor

Factor 1 has an eigenvalue of 8.026 and a total diversity of 44.588%. Actually, this factor is a little difficult if given the right name directly regarding the relationship of names between indicators. However, when viewed from the existing indicators, factor 1 is stated as a responsive and friendly factor because this factor has several indicators that are related to each other. In factor 1 this consists of indicators (X6) Responsive to needs, (X7) friendly, (X15) Safe transportation, and (X16) affordable hotels. The responsive and friendly factor is very important so that Umrah pilgrims feel confident in IRM tour and travel. Therefore, the responsive and friendly factor is a factor that is considered in the decision to choose IRM tour and travel.

2. *Trust Factor*

Factor 2 has an eigenvalue of 1.920 and a total diversity of 10.669%. Actually, this factor is a little difficult if given the right name directly regarding the relationship of names between indicators. According to Ghozali (2005) sometimes in giving factor names based on variables / indicators that have the highest loading factor value. Therefore, based on the highest loading factor of 0.853, Factor 2 is expressed as a trust factor because this factor has several indicators that are related to each other. In factor 2 this consists of indicators (X1) Trust in product quality, (X2) confidence in service quality, (X10) management materials and clear manuals, and (X17) prices according to financial conditions. In this trust factor, it is in line with research researched by Biaz (2020) that trust is one of the factors considered by pilgrims for choosing decisions. The company must be able to build great trust so that pilgrims are confident in deciding in choosing. Therefore, the trust factor determines Umrah pilgrims in considering the decision to choose IRM tour and travel.

3. *Service Factor*

Factor 3 has an eigenvalue of 1.279 and a total diversity of 7.108%. Actually, this factor is a little difficult if given the right name directly about the relationship between indicators. However, judging from the existing indicators, factor 3 is stated as a service factor because this factor has several indicators that are related to each other. In factor 3 this consists of indicators (X5) providing excellent service, (X8) satisfactory muthawwif service, and (X9) knowledgeable supervisors. The service factor is in line with research researched by Wenny and Korry (2021) that service is a consideration in the decision to choose Umrah travel. If you can create good service, then in making decisions choosing will be higher. Services are not only provided during manasik, departure and return, in the process of registering services from employees in the office must be given optimally in order to further convince prospective pilgrims. Therefore, the service factor determines Umrah pilgrims in considering the decision to choose IRM tour and travel.

4. *Liability Factor*

Factor 4 has an eigenvalue of 1.214 and a total diversity of 6.742%. Actually, this factor is a little difficult if given the right name directly regarding the relationship of names between indicators. According to Ghozali (2005) sometimes in giving factor names based on variables / indicators that have the highest loading factor value. Therefore, based on the highest loading factor of 0.781, factor 4 is stated as a responsibility factor because this factor has several indicators that are related to each other In factor 4 it consists of indicators (X4) responsibility, (X14) comfortable facilities, and (X18) prices according to services and facilities. Of course, responsibility is important in the decision to choose Umrah travel. In the midst of the rampant irresponsible Umrah travel fraud by bringing money or not sending pilgrims, of course prospective pilgrims want the Umrah travel they choose to have a big and clear responsibility in order to convince them. In accordance with the statements of some pilgrims that IRM tour and travel is always responsible for everything related to the implementation of Umrah including the provision of

comfortable facilities and responsibility in offering prices that will be in accordance with the services and facilities provided. Therefore, the responsibility factor determines Umrah pilgrims in considering the decision to choose IRM tour and travel.

    5. *Safety and Location Factors*

Factor 5 has an eigenvalue of 1.074 and a total diversity of 5.965%. Actually, this factor is a little difficult if given the right name directly regarding the relationship of names between indicators. However, when viewed from the existing indicators, factor 5 is stated as a safety factor and location because this factor has several indicators that are related to each other. In factor 5 this consists of indicators (X11) responsiveness to handle problems, (X12) guaranteed security, (X13) easy to reach locations and (X19) recommendations of relatives.

Security and location factors are certainly important factors in choosing decisions, because of course pilgrims want to get the best during the Umrah pilgrimage. Therefore, safety and location factors determine Umrah pilgrims in considering the decision to choose IRM tour and travel.

Based on the results of data processing using exploratory factor analysis, it can be seen that the decision factor of pilgrims choosing PT. Intan Raudah Madinah (IRM) Tour and Travel is formed into 5 factors, namely responsive and friendly factors, trust factors, service factors, responsibility factors and security and location factors. Of the five factors, the most dominating factor is the responsive and friendly factor because it has an eigenvalue of 8.026 and a total diversity of 44.588%, the eigenvalue and total diversity of the response factor are greater than other factors

5. **Conclusions and Suggestions**

Sourced from the results and discussion of the fackor analysis of the pilgrims' decision to choose PT. Intan Raudah Madinah (IRM) tour and travel, then the researcher drew conclusions, namely:

1. 1. The results of the analysis of the decision factors of pilgrims choosing PT. Intan Raudah Madinah (IRM) tour and travel from the responses given by 131 respondents, namely from 18 indicators after going through the extraction and rotation process, the factors formed into 5 factors driving the decision of pilgrims to choose PT. Intan Raudah Madinah (IRM) tour and travel. These factors include Responsive and friendly factors, Trust Factors, Service Factors, Responsibility Factors, and Security and Location Factors.
2. 2. The most dominant factor in the analysis of pilgrims' decision factors choosing PT. Intan Raudah Madinah (IRM) tour and travel, namely Responsive and Friendly Factors.

After conducting research related to the analysis of decision factors, pilgrims choose PT. Intan Raudah Madinah (IRM) tour and travel, then the researcher would like to give the following advice:

For PT. Intan Raudah Madinah (IRM) tour and travel

It is recommended for IRM tour and travel, so that prospective pilgrims decide to choose IRM tour and travel, then companies should pay attention to and improve the factors that have been formed in this study, especially on the dominant factors, namely responsive and friendly factors where the indicators consist of responsiveness to needs, friendly, safe transportation, and affordable hotels. IRM tour and travel should pay more attention and improve in responsiveness to the needs of pilgrims, namely by directly responding to what is needed and desired by pilgrims, and providing according to their rights. Then employees should always be committed and apply hospitality to pilgrims, not to bring personal problems to work so as to cause unfriendliness while

providing services to pilgrims. And especially not distinguishing pilgrims from their level or from anything else. In transportation given to pilgrims, it is recommended that both before departure, during departure and return transportation is ensured safe, transportation services provided meet the needs of pilgrims and anticipate everything that may happen to the transportation and during the trip. And the hotel that will be provided during the implementation of Umrah is recommended to be affordable at the nearest mosque, namely the Prophet's mosque and the Grand Mosque. This will certainly make it very easy for older pilgrims to make time efficient, and make pilgrims less tired.

That way the company can convince prospective pilgrims, that the company is reliable in meeting their wants and needs so that this responsive and friendly factor becomes a factor considered by prospective pilgrims in deciding to choose IRM tour and travel. Likewise, other factors that have been formed should be considered and improved. This is so that pilgrims are confident in deciding to choose IRM tour and travel for Umrah. With the formation of this new factor, it is expected to increase consumers and be able to maintain its market share that has been achieved.

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