The Influence of Muslim-Friendly Tourism, Brand Image, and Services on the Decision to Choose Hajj and Umrah Travel through Trust

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Abstract	This study aims to investigate the influence of Muslim-friendly tourism, brand image, and service on decisions to choose Hajj and Umrah travel services, with trust as a variable of interest (a case study of pilgrims from PT Baitullah Bawean Hajj Umrah School). This type of research is quantitative, focusing on the consumer population of the Baitul Bawean hajj school. The data obtained is then processed using a tool and further analyzed with the help of IBM SPSS 21. The result of what have been obtained from this study explain that the results of this research test show that muslim friendly tourism has a positive and significant influence on the decision, brand image has a positive and significant effect on the decision, service has a positive and significant effect on the decision, musim friendly tourism, brand image, and service has a positive and significant effect on the purchase decision through trust. the influence of muslim-friendly tourism, brand image, and services on the decision to choose hajj and umrah travel through trust.
Keywords	Muslim Friendly Tourism; Brand Image; Trust; Satisfaction

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1. INTRODUCTION

Fierce competition in the business world necessitates that companies develop effective marketing strategies to achieve their goals successfully. This situation results in companies having to compete fiercely to meet the needs of very complex consumers. In an era of increasingly fierce marketing competition, companies must possess superior skills to effectively meet customer desires. When planning to purchase a product, consumers face numerous choices, including product selection, quality, brand, price, and other options.

That is why customers often experience confusion when choosing a service; therefore, before making a decision, customers need to consider the type of service they will select. Customers take advantage of the chosen service not only because of its initial functional value, but also because of its usefulness and advantages (Nurhasanah, N., Jufrizein, J., & Tupti, Z, 2022). To expand marketing and increase sales, businesspeople need to engage in marketing to attract customers.

The purchase decision of a product occurs after the consumer goes through a series of thoughts in their mind that are influenced by the perception of the brand and the environment. After that, consumers will take action to choose a brand. One of the key purchasing beliefs is trust, which can be used as an evaluation of individual interactions with other people who will carry out certain transactions in accordance with the ideals and desires of those involved in an uncertain environment. Before deciding to buy trustworthy goods or services, the trust factor is very important. Customers who feel happy and fulfilled with the product or service they purchase are more likely to consider buying it again.

Therefore, decision-making in choosing services is crucial (Supriadi, 2018). The process of collecting results is a step in clarifying unclear circumstances. Decisions are made under conditions where individuals must predict the future, choose between two or more options, or estimate the frequency of possible events. Decision-making is a process that involves efforts to compile and organize existing information to support the final choice. In addition, this step also involves the role of emotions before and after decision-making, as well as the dynamic interaction that occurs during the decision-making process. There is also a difference in the completeness and regret in decision-making before and after the process. (Rahman, 2018)

Halal travel is now defined as Muslim-friendly travel worldwide. Halal travel is based on Islamic regulations and is part of the tourism sector set for Muslims. Tourism like this arises because of the great interest of the Indonesian Muslim community. Then, this tourism trend presents Indonesia with a great opportunity to attract more tourists for various types of worship, including Umrah and Hajj. Ensure that halal products and facilities are integral to the halal travel industry. This component is not only necessary to maintain and meet the needs of religious orders, but also to support the religious activities of Muslims during tourist activities. Therefore, halal tourism or Muslim-friendly tourism emerged as a solution for Muslim tourists who want to go on vacation but still want to maintain their religious habits. (Abdullah et al., n.d.)

One of them is the Muslim Friendly Facility, and it also offers places of worship, halal food and drinks, hotel mushallas, the Qur'an, and complete prayer equipment in each hotel room. Muslim-friendly facilities encompass a range of services and amenities tailored to meet the needs of Muslim tourists, comply with Sharia regulations, and fulfill halal requirements. Halal food and beverages, worship equipment, health services and sightseeing, friendly facilities, unavailability of alcoholic beverages, and Muslim workers are some of the indicators that can be used to determine Muslim-friendly facilities. (Nurhasanah, N., Jufrizein, J., & Tupti, Z. (2022)

Brand image is an argument related to the customer's relationship and trust in a particular brand; customers will have a unique belief about the brand of a particular product, which can be an advantage or a disadvantage of the product, because nowadays, customers are so critical when choosing an item that, in the end, they decide to acquire the product. Product purchase decisions are often influenced by the brand image that consumers associate with a particular brand. Citraland Mall is an example of a brand that consumers recognize. Citraland Mall is famous because consumers always remember the brand when shopping. Brand image, according to (Abhari, K., & Vagheifi, I. (2022), refers to a series of consumer beliefs about a specific brand. Brand perception is formed when customers notice the disparity between one brand and another, leading to a decision to purchase the product. (Sari, 2022)

Service is an act to satisfy desires through the actions of other individuals directly. Necessary needs encompass physical, social, and psychological needs (Kotler et al., 2016). Endar Sugiarto said "that service is an action taken to meet the needs of other individuals (customers, buyers, visitors, clients, patients, passengers, and so on) whose satisfaction can only be felt by the person who provides the service and the person who receives the service". Employee service is a personal act (employee) to solve the needs of others (visitors or customers) (Afandi, P. (2018) . Service quality is a form of business that meets the needs and desires of customers, with the suitability of delivery balancing customer expectations. According to (Akbarzadeh & Roose, 2011), "service is usually the way someone who owns a business or company behaves in the form of service to customers so that customer wishes can be fulfilled."

Trust serves as proof of the customer's confidence in the company's reliable promises and as a basis for maintaining a long-term relationship with the company. Customers Trust is the product of the company. If two or more parties have trust in each other, a business transaction will take place. Customer trust or customer trust must be built from scratch and can be proven. To ensure customer satisfaction as expected, Customer Trust has been considered a catalyst in various transactions between sellers and buyers. Consumers' trust in brands is crucial in their purchasing decisions. Consumers get to know the characteristics of the brand and the company that makes the product also forms brand trust. The marketing strategy used by companies forms brand trust. (Nurmayanti et al., 2025)

PT Baitullah Bawean Hajj Umrah School is a Hajj and Umrah service bureau company. PT Baitullah Bawean Hajj Umrah School is a private company active in the Tourism and Travel sector. The company offers additional Umrah programs, standard Umrah programs, VVIP special Hajj services, Umrah Visas, Domestic and foreign tours, Domestic and foreign travel tickets, Hotel bookings, and Travel document preparation. PT. Baitullah Bawen Hajj School has three key advantages that are our main strengths. First, we organize Hajj and Umrah in the same way as the rules recommended by the Prophet Muhammad SAW. With this dedication, all Umrah and Hajj pilgrim trips can always be accompanied

by experienced worship guides. More than 7 years of experience have made me a primary strength in serving and guiding pilgrims in performing the Umrah and Hajj rituals. Third: Providing superior facility services. PT Baitullah Bawean Hajj Umrah School consistently provides services with IATA-certified airlines, including Saudia Airlines, Garuda Indonesia, and Emirates Airlines, among others. A classy hotel located quite close to the Grand Mosque and the Prophet's Mosque. In close cooperation, Mövenpick Hotel and Muassasah Shaayer For Hajj & Umrah Services have trusted each other to be the best partners.

However, the main problem at the moment is that there are still many Hajj and Umrah trevels who still violate the regulations such as the case of 46 Indonesian citizens who were returned to the country upon arrival at Jeddah Airport due to visa problems, hotel facilities etc., as a result of dishonest service so that researchers want to conduct research in PT Baitullah Bawean Hajj Umrah School because this company is included in the company that provides travel facilities for the Muslim community in performing worship, both food facilities, transportation, lodging and taking care of related to the administration of Hajj and Umrah pilgrims and includes an institution that has delivered many Hajj and Umrah pilgrims every year, which is around 50 people every year. (Ali, A. J., & Al-Owairan, A. (2008)

As a result, all of this makes researchers even more interested in conducting research at PT Baitullah Bawean Hajj Umrah School. Apart from the points explained above, it is also because there has never been research with that title. Based on the background explanation presented, the researcher's interest arose in continuing this research and compiling it under the title the influence of muslim-friendly tourism, brand image, and services on the decision to choose hajj and umrah travel through trust.

2. METHOD

This study applies quantitative techniques in its research. The quantitative research method is a research approach based on the positivist perspective, applied to research several groups or samples. Sample selection techniques are typically conducted randomly, and data collection is carried out using research tools and methods. Quantitative/statistical data analysis aims to test the hypotheses that have been formulated. (Sugiyono, S. (2018)

Quantitative research is an investigation used to solve problems by employing accurate measurements of specific variables, thereby drawing conclusions that can be disseminated without being tied to time, situation, or type of data summarized, especially data in the form of numbers (Ghozali, I. (2018). In this research, purposive sampling techniques are used. Purposive sampling is a technique for collecting data, where the sample is measured. (Sugiyono, S. (2018)

According to (Sugiyono, S. (2018), the sample size suitable for research is between 30 and 500. In this research, the author utilized a sample of up to 70 data sources, namely, data collected and processed directly from objects by organizations or individuals, used in this study. The data received and taken from the main source is identified as the primary data—Primary beirsumbeir data from research review.

The measurement scale used is the Likert scale. The Likert scale is used to assess the attitudes, views, and prejudices of individuals or groups in response to social phenomena. This social phenomenon, a variable of study in research, has been identified by researchers. The variables to be measured are converted into variable indicators using the Likert scale. The teirseibut keimudian indicator is used as a starting point for determining the instrument's iteim, which can be in the form of a statement or a question. By using the Likert scale, the responses to each item in the instrument vary from very positive to very negative. The answer can be evaluated based on quantitative analysis.

3. FINDINGS AND DISCUSSION

PT. K.H. Anwar Jufri established Baitullah Bawen Hajj and Umrah School. He is also a commissioner in an organization. The organizational structure of PT. K.H. Anwar Jufri established Baitullah Bawen Hajj and Umrah School. Lc. Includes:

1. Commissioner: K.H. Anwar Jufri. Lc
2. Director: Hj. Husni Anisah. Spd
3. Quality Management: Muwajih and Curriculum
4. Area Manager: Branches and Agents
5. Financial Manager:
6. Manager HRD:
7. Production Manager:

3.1. Respondent's descriptive analysis

The analysis of respondent data used by the researcher was based on questionnaires completed by consumers of P.T. Congregation Hajj and Umrah Baitullah Bawen, which has certain specifications that are the research sample. The characteristics of the respondent are explained:

a. Respondent profiles by gender

Table 3.1 Respondents' gender

Gender	Frequency	Percent
Man	25	24,3 %
Woman	75	75,7 %
Total	100	100.0 %

Source: data processed 2023

Table 3.1 explains the percentage of respondents' sexual orientation, where the total frequency of female respondents is 75, and the number of male respondents is 25. Thus, it can be summarized that in this research, the majority of respondents in this research are researchers.

b. Respondent profiles based on age

Table 3.2 Respondent Age

Age	Frequency	Percent
20-30 Years	7	20%
30-50 years	53	45%
50-70 years	40	35%
Total	100	100,0%

source: data processed 2023

Table 3.2 explained that the majority of respondents in this research were between 20-30 years old, with a frequency of 20%. The next largest group was 30-50 years old, at 45%. The 50-70-year-old group was also substantial, at least 35%.

3.2. Data Analysis

1. Test instruments

a. Validity Test

The validity test is used to find out whether a question in the questionnaire is valid or not. The validity test was evaluated using a significant level (α) = 0.5 as a criterion. If r is calculated to be greater than the r table value, then the questionnaire is considered a valid measuring tool. (Sugiyono, 2017)

Table 3.3 Validity Test Results

Variable	Items	r count	r Table	Information
Muslim Freandly Tours	P1	0.750	0,1946	Valid
	P2	0.698		Valid
	P3	0.751		Valid
	P4	0.710		Valid
	P5	0.778		Valid
	P6	0.790		Valid
Brand Image	P1	0.760		Valid
	P2	0.812		Valid

	P3	0.597		Valid
	P4	0.778		Valid
	P5	0.742		Valid
	P6	0.765		Valid
	P7	0.787		Valid
	P8	0.831		Valid
	P9	0.692		Valid
	P10	0.714		Valid
	P11	0.740		Valid
Service	P1	0.692		Valid
	P2	0.761		Valid
	P3	0.792		Valid
	P4	0.566		Valid
	P5	0.724		Valid
	P6	0.735		Valid
	P7	0.766		Valid
	P8	0.546		Valid
	P9	0.749		Valid
	P10	0.608		Valid
	P11	0.673		Valid
	P12	0.716		Valid
	P13	0.691		Valid
	P14	0.733		Valid
	P15	0.735		Valid
	P16	0.425		Valid
	P17	0.467		Valid
	P18	0.611		Valid
Trust	P1	0.779		Valid
	P2	0.775		Valid
	P3	0.693		Valid
	P4	0.782		Valid

	P5	0.703		Valid
	P6	0.626		Valid
Purchase Decision	P1	0.647		Valid
	P2	0.676		Valid
	P3	0.662		Valid
	P4	0.744		Valid
	P5	0.764		Valid
	P6	0.751		Valid
	P7	0.630		Valid
	P8	0.744		Valid

Source: Primary data processed December 2023

From the data in Table 3.3, it can be concluded that all statements used in the questionnaire have a calculation greater than the rtable, indicating that they are considered valid.

b. Reliability Test

The Reliability Test is a test produced after receiving the results of the questionnaire distributed to the respondents. After verifying the data, the information obtained during the distribution of the questionnaire to the respondents is used. If the interviewee consistently answers the questions from the shared questionnaire, then this research is considered reliable (Sugiyono, S. (2018). The results of the reliability test for this study are evidenced in the table below:

Table 3.4 Reality test

Variable	Cronbach's Alpha	Information
Muslim freandly Toursm	0.838	Reliable
Brand Image	0.920	Reliable
Service	0.925	Reliable
Trust	0.818	Reliable
Decision	0.852	Reliable

Source: primary data processed in July 2023

From Table 3.4 above, it can be inferred that the Cronbach's alpha values for Muslim Friendly Tourism, Brand Image, Service, Trust, and Purchase Decision are all more than 0.6.

Therefore, all variables in this research are considered reliable.

2. Statistical Test

a. Test test (individual test)

The purpose of the t-statistical test is to test the influence of independent variables on dependent variables. This test was carried out by comparing the values of t calculated with those in the t tables, with an error degree of 5% or 0.05. If t calculates to be greater than the t table, the test conditions indicate that each independent variable has a partial influence on the dependent variable.

Table 3.5 Equation 1 T Test Results

Coefficient						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.461	3.944		1.385	.169
	Muslim Frendly Tours	.230	.086	.192	2.685	.009
	Brand Image	-.119	.056	-.213	-2.122	.037
	Service	.291	.059	.655	4.933	.000
	Trust	.345	.093	.292	3.723	.000
a. Dependent Variable: Decision						

Source: Primary data processed in December 2023.

From the data in Table 4.8, it can be concluded that:

1) The Influence *of Muslim Friendly Tourism* on the Purchase Decision. The *variable of Muslim Friendly Tourism* has a t-value of 2,685 with a > t-table of 0.1946 and a significant value of 0.009 < 0.05, meaning that the variable (X1) *of Muslim Friendly Tourism* has a positive and significant effect on the Purchase Decision (Y)

2) The Influence of Brand Image on Purchase Decisions. The Brand Image variable in using has a calculated t-value of -2.122 > t table 0.1946 and a significant value of 0.037 < 0.05 means that the variable (X2) Brand Image has a negative influence and is significant with the Purchase Decision (Y)

3) The Influence of Services on Purchase Decisions. The Service variable in using has a calculated t value of 4.933 > t table 0.1946 and a significant value of 0.000 < 0.05, meaning that the variable (X3) of Service has a positive and significant influence on the Purchase Decision (Y).

Table 3.6 Equation t-test 2

Type		Coefficient				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.594	4.126		.871	.386
	X1	-.172	.092	-.371	3.780	.037
	x2	-.143	.060	-.490	3.716	.036
	x3	.198	.066	.525	3.006	.003
	Y	.373	.100	.440	3.723	.000
a. Dependent Variable: Z						

Source: Primary data processed in July 2023

From the data in Table 4.9, it can be concluded that:

1) The Influence *of Muslim Friendly Tourism* on Trust. The *variable Muslim Friendly* has an effect of a calculated t value of 3,780 with a table t > of 0.1946 and a significant value of 0.037 < 0.05, meaning that the variable (X1) *of Muslim Friendly Tourism* has a positive and significant effect on Trust (Z)

2) The influence of Brand Image on Trust, the Brand Image in use has a calculated t value of 3,716 > t table 0.1946 and a significant value of 0.036 < 0.05, meaning that the variable (X2) of the Brand Image has a positive and significant influence on Trust (Z).

3) The Influence of Services on the Trust, The Service in using has a calculated t value of 3,006 > t table 0.1946 and a significant value of 0.003 < 0.05, meaning that the variable (X3) of the Service has a positive and significant influence on the Trust (Z).

4) The Influence of the Decision on the Trust, the decision in using has a calculated t value of 3,723 > t table 0.1946 and a significant value of 0.000 < 0.05, meaning that the variable (Y) of the Service has a positive and significant influence on the Trust (Z)

b. Test F Test (test simultaneously)

The F-test is conducted to determine how far independent variables, collectively, can influence dependent variables. (Arda, M. (2017)

Table 3.7 F Test

NEW ERA						
	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1636.119	4	409.030	75.955	.000b
	Residual	506.204	94	5.385		
	Total	2142.323	98			
a. Dependent Variable: Decision						
b. Predictors: (Constant), Trust, Muslim Frendly Toursm, Brand Image, Service						

Primary data sources processed in December 2023

According to the output in Table 4.9 above at the sig value of 0.000 is less than 0.05, meaning that Muslim Friendly Tours (X1), Brand Image (X2), Service (X3), and Trust (Z) together affect the Purchase Decision (Y)

c. R2 test (determination coefficient)

Shows the extent of the relationship between the dependent variable (Y) and the independent variable (X), or the extent to which the contribution of the independent variable (X) affects the dependent variable (Y).

Table 3.8 Test R

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.874a	.764	.754	2.321
a. Predictors: (Constant), Trust, Muslim Frendly Toursm, Brand Image, Service				

Data Source: processed in December 2023

According to the output of Table 4.10 above, it can be seen that the value of r2 is 0.764. This means the contribution of the Muslim Freandly Tours (X1), Brend Image (X2), Servant (X3), Trust (Z) variables to the Purchase Decision (Y). The magnitude of R2 (r Square) in the table above is 0.654. This means that the contribution to X1, X2, and X3, to Y is 0.764.

3. Classic Assumption Test

a. Normality Test

The normality test functions to find out whether the disruptive variable has a normal distribution in conducting regression models. (Ghozali, I. (2018)

Table 3.9 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		99
Normal Parameters, b	Mean	.0000000
	Std. Deviation	2.27274067
Most Extreme Differences	Absolute	.073
	Positive	.073
	Negative	-.040
Kolmogorov-Smirnov Z		.727
Asymp. Sig. (2-tailed)		.666
a. Test distribution is Normal.		
b. Calculated from data.		

Source : Primary data processed in December 2023

From the data in table 3.9, it shows that based on the Kolmogorov-Smirnove test, the statistical test value is 0.727 > 0.05, meaning that the data is normal.

b. Multicorelicity Test

The multicollinearity test showed a causal correlation between independent variables. In this case, the variable cannot be considered orthogonal. Orthogonal variables are independent, non-causal variables. (Sugiyono, S. (2018)

Table 3.10 Multicorality Test

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIVID
1	(Constant)	5.461	3.944		1.385	.169		
	Muslim Frendly Toursm	.230	.086	.192	2.685	.009	.490	2.042
	Brand Image	-.119	.056	-.213	-2.122	.037	.250	4.008
	Service	.291	.059	.655	4.933	.000	.143	7.013
	Trust	.345	.093	.292	3.723	.000	.408	2.451
a. Dependent Variable: Decision								

Source : Primary data processed in December 2023

From the data in table 3.10, it is seen that all variables have a VIF value > 0.10, meaning that there is no multicolonialism.

c. Heteroscedasticity Test

This Heteroscedasticity test aims to verify whether there is residual variance from one observation to another in the regression model. The Glejser test proposes absolute and residual value regression for independent variables. With the heteroscedasticity criterion in a regression example, if the significance level is greater than 0.05, heteroscedasticity does not occur. (Ghozali, I. (2018)

Table 3.11 Heteroscedasticity Test Results

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.111	2.278		3.560	.001
	X1	.144	.050	.377	2.898	.005
	X2	-.016	.032	-.389	2.487	.027
	X3	-.032	.034	-.329	2.951	.044
	Z	-.137	.053	-.365	-2.558	.012
a. Variable Dependent: RES2						

Source : Primary Data processed in December 2023

From the data in table 4.13, it can be seen that the significant value of the Muslim Freandly Toursm variable is 0.005, Brand Image 0.027, Service 0.044, Trust 0.012. From the tests carried out, it is known that the probability value for each variable is >0.05, meaning that in this regression there is no heteroscedasity.

4. Path Analysis

The purpose of path analysis is to test the influence of intervening variables in research ii. The output of the analysis test was used to compare the greater influence between direct and indirect influence. (Ghozali, I. (2018)

a. The first regression equation

Table 3.12 Path Analysis Test Results 1 *Model Summary*

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854a	.729	.720	2.473
a. Predictors: (Constant), Service, Muslim Freandly Toursm, Brand Image				

Source: Processed data 2023

According to table 3.12, the magnitude of R^2 is 0.729. The value of the R^2 is then obtained to calculate the magnitude of e1.

The magnitude of e1 = $\sqrt{(1 - 0.729)}$ = 0.520

Table 3.13 Path Analysis Test Results 1

Coefficient						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.687	4.153		1.851	.067
	Muslim Freandly Tours	.236	.091	.197	2.580	.011
	Brand Image	.153	.059	-.275	-2.602	.011
	Service	.412	.052	.927	7.858	.000
a. Dependent Variable: Decision						

Source: Processed data,2023

From table 3.13, the results of the regression equation model as next.

$$Z = \alpha + P1X1 + P2X2 + e1$$

$$Z = 7.687 + 0.236 + 0.153 + 0.412 + e1$$

From the above model, conclusions can be drawn

1) The constant 7,687 means that if the variables Muslim freandly toursm (X1), Brand Image (X2), Service (X3) constants (X1,X2 and X3 =0) then the Purchase Decision variable (Y) is at 7,687.

2) The regression coefficient of Muslim freandly Toursm (X1) is 0.236. This shows that every additional one point on the Muslim Freandly Toursm variable will increase the Purchase Decision (Y) variable by 0.236. In the Muslim variant, Freandly Toursm (X1) gained a significance of 0.011. The value is smaller (<) than 0.05. So that the Muslim freandly Toursm variable (X1) has a positive and significant influence on the purchase decision variable (Y).

3) The Brand Image (X2) variable showed an Unstandardized beta value of 0.153 with a sigification value of 0.011. This value shows that it is smaller (<) than 0.05, so that the Brand Image variable (X2) has a positive and significant influence on the Purchase Decision Performance variable (Y).

4) The Service Variable (X3) showed an Unstandardized beta value of 0.412 with a sigification output of 0.011. This value shows that it is smaller (<) than 0.05, so that the Service variable (X3) has a positive and significant influence on the Purchase Decision Performance variable

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803a	.644	.629	2.41
a. Predictors: (Constant), Results, Brand Image, Muslim Freandly Toursm, Servants				

(Y).

b. Second regression equation

Table 3.14 Path Analysis 2 (R2) Test Results

Source: Processed data 2023

The second regression test is the result of a regression analysis of halal labels and product quality that has been provided through consumer preferences for purchase decisions. The results of the calculation in table 3.14 show that the amount of R2 value is 0.644 which has been obtained, which is used in the calculation of the value e2, namely the purchase decision. The magnitude of the value e2 = ⊚ (1 − 0.644) = 0.596

Table 3.15 Path Analysis Test Results 2

Coefficient					
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.594	4.126		.871	.386
1 Muslim Freandly Tours	.072	.092	.371	3.780	.037
Brand Image	.043	.060	.590	3.716	.036
Service	.198	.066	.525	3.006	.003
Decision	.373	.100	.440	3.723	.000
a. Variable Dependent: Tr Jst					

Data Source: Processed in December 2023

$$Y = \alpha + P1X1 + P2X2 + P3Z + e2$$

$$Y = 3.594 + 0.072 + 0.043 + 0.198 + e$$

The conclusions obtained in this model are

1) The value of the constant 3,594 means that if the Muslim Freandy Tours (X1), Brand Image (X2), Service (X3) and Decision (Y) are constant (X1, X2 and Z= 0), then the Trust variable (Y) is at 3,594.

2) The Muslim freandly Toursm variable (X1) showed an unstandardized beta of 0.072 with a significance result of 0.037. This value is less than 0.05, so that the Muslim freandly toursm variable (X1) shows a positive but significant influence on Trust (Z).

3) The Brand Image (X2) variable obtained an unstandardized beta coefficient value of 0.043 with a significance result of 0.036. The significance value is smaller (<) than 0.05, so that the Brand Image variable (X2) shows a positive and significant influence on Trust (Z).

4) The Service variable (X3) obtained a beta unstandardized coefficient value of 0.198 with a significance result of 0.003. The significance value is less than 0.05, so that the Service variable (X3) shows a positive and significant influence on the Trust (Z).

5) The Decision variable (Y) obtained an unstandardized beta coefficient value of 0.373 with a significance result of 0.000. The significance value is less than 0.05, so that the decision variable (Y) shows a positive and significant influence on the Trust (Z).
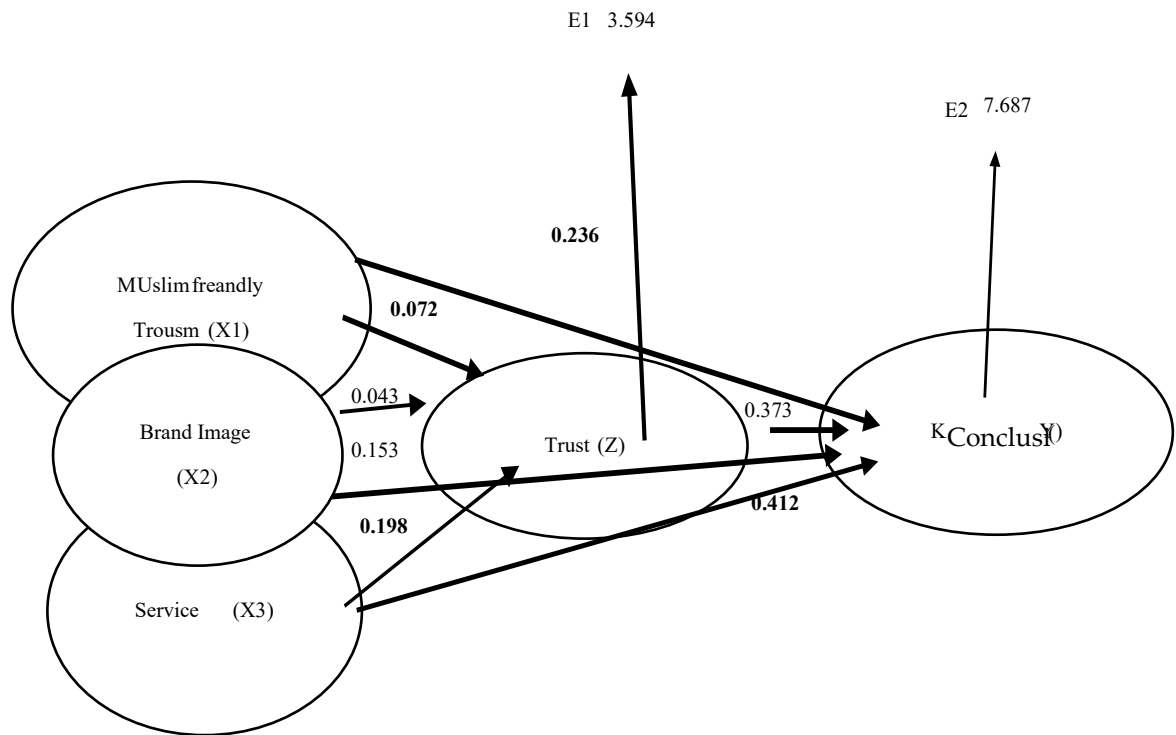
From the results of the path analysis, it was obtained

Figure 3.1 Path analysis

Continue with the Sobel Test

a. The Influence of Muslim Freandly Toursm (X1) on the Purchase Decision through Trust (Z)

$$Sp2p3 = \sqrt{(P3^2 SP2^2 + P2^2\ SP3^2 + SP2^2\ SP3^2)}$$

$$=\sqrt{(0.373)^2\ (0.091)^2 + (0.072)^2\ (0.092)^2 + (0.091)^2\ (0.092)^2}$$

$$= \sqrt{(0.139129)\ (0.008281) +(0.005184)\ (0.008464) + (0.008281)\ (0,008464)}$$

$$= \sqrt{0.001152127249 + 0.000043877376 + 0.000070090384}$$

$$= \sqrt{0.001266095009}$$

$$=0.0355822288$$

$$=0.035$$

P3 : coefficient of the variable Z (mediation)

P2 : Variable coefficient X (free)

Sp2 : Standard error coefficient 1

Sp3 : Standard error coefficient 2

The magnitude of the direct influence of the variable X1 is 0.072 while the indirect influence is (0.072 x 0.373) = 0.026856 with the total influence (0.072 + 0.026856) = 0.098856 then Sp2p3 can be calculated with the statistical value of the mediating influence with the formula:

$$t = p2p3 / Sp2p3 = 0.098856 / 0.035 = 2.824$$

Therefore, the calculation is 2.824 greater than t table with a significance of 0.05 which is 0.1946. This shows that there is a mediating influence between the Muslim Freandly Toursm variables on the purchase decision through the Trust.

b. Influence of Brand Image (X2) on the purchase decision (Y) through Trust (Z)

$$Sp2p3 = \sqrt{P3^2SP2^2 + P2^2SP3^2 + SP2^2SP3^2}$$

$$= \sqrt{(0.373)^2 (0.059)^2 + (0.073)^2 (0.060)^2 + (0.059)^2 (0.060)^2}$$

$$= \sqrt{(0.139129) (0.003481) + (0.001849) (0.0036) + (0.003481) (0.0036)}$$

$$= \sqrt{0.000484308049 + 0.0000066564 + 0.0000125316}$$

$$= \sqrt{0.000503496049}$$

$$= 0.0224387175$$

$$= 0.022$$

The magnitude of the direct influence of the Islamic work ethics variable (X2) is 0.043 while the indirect influence is (0.043 X 0.373) = 0.016039 with a total influence (0.043 + 0.016039) = 0.059039. So from Sp2p3 can calculated the value of the mediating influence statistics with the formula: t = p2p3 / Sp2p3 = 0.059039 / 0.022 = 2.683. Therefore, the result of t calculation of 2.683 is greater than t of the table with a significance level of 0.05, which is 0.1946. So it can be summarized that there is an influence of mediation.

c. Effect of Service (X2) on the purchase decision (Y) through Trust (Z)

$$Sp2p3 = \sqrt{P3^2SP2^2 + P2^2SP3^2 + SP2^2SP3^2}$$

$$= \sqrt{(0.373)^2 (0.052)^2 + (0.198)^2 (0.066)^2 + (0.052)^2 (0.066)^2}$$

$$= \sqrt{(0.139129) (0.002704) + (0.039204) (0.004356 + (0.002704)}$$

$$(0,004356)$$

$$= \sqrt{0.000376204816 + 0.000170772624 + 0.000011778624}$$

$$= \sqrt{0.000558756064}$$

$$= 0.023638021$$

$$= 0.023$$

The magnitude of the direct influence of the Islamic work ethics variable (X2) is 0.198 while the indirect effect is (0.198 X 0.373) = 0.0073854 with the total influence (0.198 + 0.0073854) = 0.2023854. Therefore, from Sp2p3, the statistical value of the influence of mediation can be

calculated by formula: t = p2p3 / Sp2p3 = 0.2023854 / 0.023 = 8.799. Therefore, the result of t calculation of 8.799 is greater than t table with a significance level of 0.05 which is 0.1946. So it can be summarized that there is an influence of mediation

3.3. RESULTS OF THE ANALYSIS

The discussion of each of these research hypotheses can be explained below:

a. The influence of Muslim-friendly Tourism on the purchase decision

Based on the t-test, the results were obtained that the Influence *of Muslim friendly Tours* on the Purchase Decision The *variable Muslim freandly Trousm* had an effect of t-value calculated 2.685 with a > t table of 0.1946 and a significant value of 0.009 < 0.05 meaning that the variable (X1) *of Muslim freandly Toursm* had a positive and significant effect on the Purchase Decision (Y). This states that Islamic Tourism is tourism in accordance with Islamic principles, which includes Muslims who are interested in maintaining their religious practices while traveling.

Therefore, they choose travel services that pay close attention to Islamic rules. Besides that, Islamic tourism is not limited only to religious purposes and does not only cover Muslim countries. The research carried out is also in accordance with the research conducted by (Baihaqi, 2022). Someone stated that the concept of Muslim-friendly tourism has a significant impact on the decision to buy.

b. The Influence of Brand Image on Purchase Decisions

The Influence of Brand Image on Purchase Decisions. The Brand Image variable in using has a calculated t value of -2.122 > t table 0.1946 and a significant value of 0.037 < 0.05, meaning that the variable (X2) of Brand Image has a negative influence and is significant with the Purchase Decision (Y). This indicates that *the Brand image* is a form of relationship that arises in the customer's mind when recalling a specific brand, and the customer's perception is influenced by the quality or reputation of the brand (Widyana & Simangunsong, 2021). The research aligns with that conducted by (Miati, 2020), who stated that *brand image* has a significant impact on purchase decisions.

c. The influence of service on purchase decisions

The Influence of Service on Purchase Decisions. The service variable in using has a calculated t value of 5.933 > t table 0.1946 and a significant value of 0.000 < 0.05, meaning that the variable (X2) of the service has a positive and significant influence on the Purchase Decision (Y). This indicates that service is any action or activity that can be offered by one party to another. This research aligns with the findings of (Gunawan et al., 2022), who suggest that service has a profoundly positive and significant impact on decision-making. According to a study conducted by (Fatimah &

Nurtantiono, 2022), service has a significant impact on purchasing decisions.

d. The influence of trust on purchase decisions

The Influence of Trust on Purchase Decisions. The Trust variable in using has a calculated t value of 3.723 > t table 0.1946 and a significant value of 0.000 < 0.05, meaning that the Trust variable (Z) has a positive and significant influence on the Purchase Decision (Y). This indicates that purchasing decisions are a key part of the purchasing decision-making process, where consumers effectively make purchase transactions.

Consumers decide to buy a product repeatedly and inform others about it after they have purchased because they have confidence in the product. Research conducted by (Pudyaningsih et al., 2022) indicates a positive and significant relationship between *trust* and purchase decisions. Research conducted by (Anggraini et al., 2023) also suggests that *trust* and purchasing decisions have a strong, positive relationship with each other.

e. The Influence of Muslim Friendly Tourism on Trust

The Influence *of Muslim Friendly Tourism* on Trust. The *variable of Muslim Friendly Tourism* has a t-value of 3,780 with a > t-table of 0.1946 and a significant value of 0.037 < 0.05, meaning that the variable (X1) *of Muslim Friendly Tourism* has a positive and significant effect on Trust (Z). This shows that Friendly Tourism is an event supported by a wide range of facilities and services provided by eligible individuals, businesses, the federal government, and local governments. A family-friendly and safe tourist destination, with Muslim-friendly facilities and services, halal awareness, and effective marketing. Thus, with the existence of services in accordance with the rules of their respective religion, they can provide comfort and even increase the trust of the Muslim community, provided they use their services.

f. The Influence of Brand Image on Trust

The Influence of Brand Image on Trust. The Brand Image variable in use has a calculated t value of 3.716 > t table 0.1946 and a significant value of 0.036 < 0.05, meaning that the variable (X2) of Brand Image has a positive and significant influence on Trust (Z). This shows that Brand Brand is the understanding that customers have of each brand; this understanding includes the brand image, product quality, and product performance (Evans & Berman, 2001). A brand is not just an identity, but a value, concept, characteristic, and appearance of the product. This Hajj trip not only relies on celebrities to market its services but also showcases a quality brand by obtaining various awards, making it even more trusted by customers. (Kusdayanti, 2023)

g. Effect of service on Trust

The Influence of Services on Trust. The Service Variable in using has a calculated t value of 3,006 > t table 0.1946 and a significant value of 0.003 < 0.05, meaning that the variable (X2) of Service has a positive and significant influence on Trust (Z). This shows that the quality of service is the result of a customer's assessment of the level of service they receive (perception of service) compared to the level of service they expect (service expectations). According to (Robinson & Bodmer, 1999), service quality refers to the overall assessment of a service's excellence, although the actual scope of this assessment is not always agreed upon. This finding aligns with a previous study conducted by (Yandi et al., 2023), which demonstrated that quality service has a positive and significant impact on the level of trust.

h. The influence of Friendly Muslims on the Purchase Decision through the Trust

Based on the test, the calculated p-value is 2.824 greater than the t-table value with a significance level of 0.05, which is 0.1946. This suggests that there is a mediating influence between the Muslim-friendly tourism variables and the purchase decision, operating through trust. This indicates that *Muslim-friendly tourism* has a significant impact on decision-making. Research related to *Muslim-friendly tourism* has also been conducted by (Surahman et al., 2021), who stated that *the Muslim-friendly tourism* variable plays the largest role in decision-making. Therefore, the researcher can claim that *the variable of Muslim-friendly tourism*, through trust, affects decisions as an intervening variable.

i. The Influence of Brand Image on Purchase Decisions through Trust

Based on the test, the calculated result (2.683) is greater than the t-table value with a significance level of 0.05, which is 0.1946. So it can be summarized that there is an influence of mediation. This shows that not only symbols, but promotions also play an important role in creating a distinctive brand identity. The use of ad placement aims to enhance the brand image, allowing customers to clearly see the benefits offered by the product in the advertisement. The identity and representation of a business's vision, excellence, quality standards, services, and determination are the result of forming a brand image. (Hudatama et al., 2023)

j. The effect of the Service on the Purchase Decision through the Trust

Based on the test, the result of the t calculation (8.799) is greater than the t table value with a significance level of 0.05, which is 0.1946. So it can be concluded that there is an influence of mediation. This indicates that providing the best service will ensure satisfaction for all parties concerned. Optimal service indicators can be observed in the fulfillment of visitors' needs and preferences.

The determination of service quality depends on the service user, namely, the guest. Service is any action or activity that can be provided by one entity to another, which is essentially non-physical and does not confer ownership (Kotler et al., 2016). Services can be referred to as a system that consists of two important portions, namely service operations that are often invisible or unknown to consumers (hidden or behind the scenes) and service delivery that is generally visible or known to consumers (often also called public parts or in front of the stage

4. CONCLUSION

Based on the results of this study has carried out, the following conclusion is obtained according to the t-test, the output showed that the Influence *of Muslim friendly Tours* on the Purchase Decision The *variable muslim freandly Trousm* had an effect of t-value calculated 2.685 with > t table 0.1946 and a significant value of 0.009 < 0.05 meaning that the variable (X1) *Muslim freandly Toursm* had a positive and significant effect on the Purchase Decision (Y).

This states that Islamic Tourism is tourism in accordance with Islam, which includes Muslims who are interested in maintaining their religious habits when traveling. Hence, this is the reason why they choose travel services that really pay attention to Islamic rules; besides that, Islamic tourism is not limited only to religious purposes and does not only covers Muslim countries.

The Influence of Brand Image on Purchase Decisions. The Brand Image variable in using has a calculated t value of -2.122 > t table 0.1946 and a significant value of 0.037 < 0.05, meaning that the variable (X2) of Brand Image has a negative influence and is significant with the Purchase Decision (Y). This shows that *the Brand image* is a form of relationship that will arise in the customer's mind when remembering a certain brand; the customer's thinking is affected by the good or bad *quality of the brand*

The Influence of Service on Purchase Decisions. The service variable in using has a calculated t value of 5.933 > t table 0.1946 and a significant value of 0.000 < 0.05, meaning that the variable (X2) of the service has a positive and significant influence on the Purchase Decision (Y). This indicates that service is any action or activity that can be offered by one party to another.

The Influence of Trust on Purchase Decisions. The Trust variable in using has a calculated t value of 3.723 > t table 0.1946 and a significant value of 0.000 < 0.05, meaning that the Trust variable (Z) has a positive and significant influence on the Purchase Decision (Y). This indicates that purchasing decisions play a key role in the purchase decision-making process, where consumers effectively make purchasing transactions. Consumers decide to buy a product repeatedly and inform others about it after they have purchased it because they have confidence in the product.

The Influence *of Muslim Friendly Tourism* on Trust. The *variable of Muslim Friendly Tourism* has a t-value of 3,780 with a p-value of 0.1946 and a significant value of 0.037 < 0.05, meaning that the variable (X1) *of Muslim Friendly Tourism* has a positive and significant effect on Trust (Z). This shows that Friendly Tourism is an event supported by a wide range of facilities and services provided by eligible individuals, businesses, the federal government, and local governments. A family-friendly and safe tourist destination, with Muslim-friendly facilities and services, halal awareness, and effective marketing.

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The Influence of Services on Trust. The Service Variable in using has a calculated t value of 3.006 > t table 0.1946 and a significant value of 0.003 < 0.05, meaning that the variable (X2) of Service has a positive and significant influence on Trust (Z). This shows that the quality of service is the result of a customer's assessment of the level of service they receive (perception of service) compared to the level of service they expect (service expectations). According to Robinson (1999), service quality refers to the overall assessment of a service's excellence, although the actual scope of this assessment is not always agreed upon.

Based on the test, the calculated p-value is 2.824 greater than the t-table value with a significance level of 0.05, which is 0.1946. This suggests that there is a mediating influence between the Muslim-friendly tourism variables and the purchase decision, operating through trust. This indicates that *Muslim-friendly tourism* has a significant impact on decision-making. Research related to *Muslim-friendly tourism* has also been conducted by Ujang Suyatna (2019), who stated that *the Muslim-friendly tourism* variable plays the largest role in decision-making.

Based on the test, the result of the calculation (2.683) is greater than the t-table value with a significance level of 0.05, which is 0.1946. So it can be concluded that there is an influence of mediation. This shows that not only symbols, but promotions also play an important role in creating a distinctive brand identity. The use of ad placement aims to enhance the brand image, allowing customers to clearly see the benefits offered by the product in the advertisement.

Based on the test, the result of the t calculation (8.799) is greater than the t-table value with a significance level of 0.05, which is 0.1946. So it can be summarized that there is an influence of mediation. This indicates that providing the best service will ensure satisfaction for all parties concerned. Optimal service indicators can be observed in the fulfillment of visitors' needs and preferences. The determination of service quality depends on the service user, namely, the guest. Service is any action or activity that an entity can provide to another entity, which is essentially not in physical form and does not confer ownership.

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