

CHAPTER V

CONCLUSION

5.1 Conclusion

This research analyzed the influence of variables that affect other variables, and this research has 4 variables, namely meaningfulness, social interaction, emotional experience, and revisit intention. This research contributes to a better understanding of the effects of meaningfulness, social interaction, emotional spark and revisit intention in Umrah worship performed by Umrah pilgrims. This research used a quantitative approach with hypothesis testing, where there are 3 hypotheses developed in this research. The data collection method used a questionnaire by the Google Forms platform. The online questionnaire was shared through social media including WhatsApp and Instagram account. After it was all distributed, 239 respondents were accepted, and the data was tested using SMART-PLS 4.0 software.

In the previous chapter above, it has been discussed about the results of the accepted hypothesis with their respective significance levels. Based on these results, 3 hypotheses are supported or accepted by the test results conducted. The results of the research that has been done can be concluded as follows:

1. Meaningfulness has a positive and significant effect on the emotional experience of Umrah pilgrims. This means that meaningfulness has a significant effect on the emotional experience of Umrah pilgrims. This meaningfulness provides inner satisfaction and a memorable experience. The more meaningfulness of the Umrah

worship that is carried out, the greater the emotional experience felt by Umrah pilgrims.

2. Social Interaction has a positive and significant effect on the emotional experience of Umrah pilgrimage. This study proves that social interaction has a significant effect on the emotional experience of Umrah pilgrims. Not just doing worship, the social interactions that occur during Umrah strengthen the spiritual dimension and create social ties between Umrah pilgrims. So that the pilgrims get a satisfying emotional experience.

3. Emotional experience has a positive and significant effect on Revisit Intention of Umrah pilgrimage. A positive emotional experience that creates good memories, and motivates Umrah pilgrims to return to experience Umrah again. The influence of emotional experience and its implications for various parties can make a significant contribution in improving the quality of Umrah services and thus attracting Umrah pilgrims to visit again to perform Umrah.

5.2 Implication

The results of this study can expand the understanding of how several factors influence the intention to revisit the Umrah pilgrimage and help academics, researchers, pilgrims, and business people especially Umrah agents. Based on the research results obtained, there are several implications obtained, namely:

1. Academic Implications

This research is expected to be able to expand knowledge, can be a reference and basis for a better understanding of the mechanisms

underlying. For academics, the responses obtained from respondents are quite useful for developing studies on the implementation of S-O-R theory through meaningfulness, social interaction, emotional experience for Umrah pilgrimage that influence intention to revisit. All variables in this study have high values in descriptive analysis, so the development team needs to consider all the variables described in this research.

2. Practical Implications

This study examines how the decision of Umrah pilgrims to make a return visit to Umrah. Umrah is one of the important worship services for Muslims as a perfection of religion. Through this research, it is hoped that the parties related to this research can pay more attention to the factors that influence revisit intention to perform Umrah worship. This research focuses on Umrah travel agents. This research is expected to help Umrah agents to understand the factors that influence the intention to revisit Umrah pilgrims. In terms of respondent profiles, most respondents choose to use trusted Umrah agents and can provide the best service. From the results all respondents have the intention to perform Umrah again. This research will help the organization of Umrah travel. This research can provide insights and suggestions to destination management organizations, travel agents, and tour operators. They can make plans to improve the experience of Umrah pilgrims by knowing the things that influence a memorable experience. This can include improving infrastructure, services, and creating a pleasant spiritual environment that allows people

to have a meaningful and rewarding experience so that Umrah pilgrims can have the intention to revisit for Umrah pilgrimage.

Travel agents can plan in-depth and meaningful travel packages that are not just destination-focused. They can also focus on providing experiences to pilgrims, which can be done with in-depth interaction with local culture, introduction to famous religious places there, and guides for pilgrims who will share their stories.

Travel agents can create interaction between pilgrims. From the interactions that occur between pilgrims, guides, travel agent staff who can create a pleasant experience for pilgrims. Travel agents can also form a community of pilgrims that can also be long-term, not only during Umrah, but also after the Umrah trip. Even before the departure of the pilgrims, travel agents can create interaction between pilgrims through online platforms or groups on social media. In addition, travel agents can utilize the relationship between pilgrims as a marketing strategy. For example, word of mouth is one of the effective marketing strategies.

This research has the potential to help travel agents improve services, better understand the right marketing of the services they offer so that they can adjust to what pilgrims need. The results of this study can also strengthen their business in the worship travel industry so that they can provide the best experience for their pilgrims.

5.3 Limitation

The limitations of this research can be summarized and explained as follows:

1. The number of samples used in this research was limited to only 218 samples so it was still not enough to describe the actual situation of the respondents.
2. This research uses a survey method by distributing questionnaires online without conducting direct interviews with respondents. This causes differences in perceptions of answers from respondents that do not follow existing facts.
3. The object of the research are using small scale of population in vary are in West Sumatera. The research is explaining the case generally. Means there is a possibility of differences in specific areas if measured on a big scale.

5.4 Recommendations

Based on the presentation of the previous findings, future research can consider the following suggestions can consider some of the suggestion below:

1. For further research, it is necessary to conduct a more in-depth analysis and also can add other variables that can support the research.
2. For further research, before conducting research should conduct an initial survey so that it can strengthen the results of research.

3. For future research, it is hoped that it can increase data sources, not only focusing on questionnaires but also including data obtained from other methods such as interviews.
4. Research on Umrah worship is still limited, especially those using quantitative methods are still very limited. It is hoped that in future research there will be more research on Umrah worship using quantitative methods that can be used for future researchers as a reference.



