

RINGKASAN

Pertumbuhan industri perjalanan umrah di Indonesia telah meningkatkan persaingan antar agen perjalanan, khususnya di Kota Padang. Perkembangan media sosial sebagai sarana komunikasi pemasaran serta tingkat *Religiositas* masyarakat diduga memengaruhi minat calon jamaah dalam memilih layanan umrah. Penelitian ini bertujuan untuk menganalisis pengaruh Media Sosial dan *Religiositas* terhadap Minat Jamaah Umrah dengan *Brand Image* sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden yang dipilih melalui teknik purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa Media Sosial berpengaruh signifikan terhadap *Brand Image* dan Minat Jamaah Umrah. *Brand Image* juga berpengaruh signifikan terhadap minat jamaah serta mampu memediasi pengaruh Media Sosial terhadap Minat Jamaah Umrah. Sementara itu, *Religiositas* berpengaruh positif dan signifikan terhadap Minat Jamaah Umrah, namun tidak berpengaruh signifikan terhadap *Brand Image*. Selain itu, *Brand Image* tidak mampu memediasi pengaruh *Religiositas* terhadap Minat Jamaah Umrah. Temuan ini menunjukkan pentingnya pemanfaatan Media Sosial dan penguatan *Brand Image* dalam meningkatkan Minat Jamaah Umrah.

Kata kunci: Media Sosial, *Religiusitas*, Citra Merek, Minat Jamaah Umrah, Layanan Perjalanan Umrah

SUMMARY

The growth of the Umrah travel industry in Indonesia has increased competition among travel agents, especially in Padang City. The development of social media as a marketing communication tool and the level of public religiosity are thought to influence the interest of prospective pilgrims in choosing Umrah services. This study aims to analyze the influence of Social Media and Religiosity on the Interest of Umrah Pilgrims with Brand Image as a mediating variable. The study used a quantitative approach with a survey method of 100 respondents selected through a purposive sampling technique. Data were collected through questionnaires and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results showed that Social Media significantly influenced Brand Image and the Interest of Umrah Pilgrims. Brand Image also significantly influenced the interest of pilgrims and was able to mediate the influence of Social Media on the Interest of Umrah Pilgrims. Meanwhile, Religiosity had a positive and significant influence on the Interest of Umrah Pilgrims, but did not significantly influence Brand Image. In addition, Brand Image was unable to mediate the influence of Religiosity on the Interest of Umrah Pilgrims. These findings show the importance of utilizing social media and strengthening brand image in increasing the interest of Umrah pilgrims.

Keywords : Social Media, Religiosity, Brand Image, Umrah Pilgrims' Interest, Umrah Travel Services