

ABSTRACT

THE INFLUENCE OF KEY OPINION LEADER, BRAND IMAGE, BRAND TRUST, AND PACKAGE CHOICE ON PURCHASE DECISION OF UMRAH PACKAGES WITH COMPETITOR AS A MODERATING VARIABLE

(A Survey on Umrah Pilgrims of Travel Agencies in Bogor City)

By:
Sixteen Muzakki
238334074

Advisor I : Ade Kamaludin
Advisor II : Yusuf Abdullah

This study aims to examine and analyze the influence of key opinion leader, brand image, brand trust, and package choice on the purchase decision of Umrah travel packages, as well as to test the role of competitor as a moderating variable among Umrah pilgrims in Bogor City. A quantitative approach was applied using Partial Least Squares–Structural Equation Modeling (PLS-SEM). Data were collected through questionnaires distributed to Umrah pilgrims who had used the services of travel agencies in Bogor City.

The results show that: (a) Key Opinion Leader has a positive and significant effect on the purchase decision of Umrah packages; (b) Brand Image significantly affects purchase decision; (c) Brand Trust significantly affects purchase decision; (d) Package Choice has a negative yet significant effect on purchase decision; (e) Competitor does not moderate the effect of Key Opinion Leader on purchase decision; (f) Competitor does not moderate the effect of Brand Image on purchase decision; (g) Competitor does not moderate the effect of Brand Trust on purchase decision; (h) Competitor moderates the effect of Package Choice on purchase decision.

The conclusion of this study emphasizes that key opinion leader, brand image, and brand trust are the main factors driving the purchase decision of Umrah packages, while competitor only plays a role in weakening the effect of package choice variations. Therefore, effective marketing strategies should focus on building trust, strengthening brand image, and leveraging credible figures to remain competitive in a highly contested market.

Keywords: *key opinion leader, brand image, brand trust, package choice, competitor, purchase decision*