

**PENGARUH ELECTRONIC WORD OF MOUTH (E-WOM) DAN
PERSONAL BRANDING INFLUENCER TERHADAP
KEPUTUSAN PEMBELIAN PAKET UMROH
MELALUI KEPERCAYAAN KONSUMEN**

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Electronic Word of Mouth (E-WOM) dan Personal Branding Influencer terhadap Keputusan Pembelian paket umroh melalui Kepercayaan Konsumen pada PT Faza Atama Semesta Palembang. Penelitian ini dilatarbelakangi oleh meningkatnya penggunaan media digital sebagai sarana promosi jasa perjalanan umroh serta pentingnya kepercayaan konsumen dalam menentukan keputusan pembelian. Permasalahan dalam penelitian ini adalah belum diketahui secara pasti apakah E-WOM dan Personal Branding Influencer mampu mempengaruhi keputusan pembelian secara langsung maupun melalui kepercayaan konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh melalui penyebaran kuesioner kepada 237 responden yang merupakan alumni jamaah dan calon jamaah PT Faza Atama Semesta Palembang. Teknik analisis data menggunakan Structural Equation Modeling berbasis Partial Least Square (SEM-PLS). Pengujian dilakukan melalui evaluasi outer model, inner model, uji hipotesis, serta pengujian indirect effect untuk mengetahui pengaruh mediasi variabel kepercayaan konsumen. Hasil penelitian menunjukkan bahwa E-WOM dan Personal Branding Influencer tidak berpengaruh signifikan terhadap Keputusan Pembelian secara langsung. Namun, E-WOM dan Personal Branding Influencer berpengaruh positif dan signifikan terhadap Kepercayaan Konsumen. Selain itu, Kepercayaan Konsumen berpengaruh positif dan signifikan terhadap Keputusan Pembelian serta mampu memediasi pengaruh E-WOM dan Personal Branding Influencer terhadap Keputusan Pembelian paket umroh pada PT Faza Atama Semesta Palembang.

Kata kunci: Electronic Word of Mouth, Personal Branding Influencer, Kepercayaan Konsumen, Keputusan Pembelian, SEM-PLS.

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM)
AND INFLUENCER PERSONAL BRANDING ON UMRAH
PACKAGE PURCHASE DECISIONS THROUGH
CONSUMER TRUST**

ABSTRACT

This study aims to analyze the influence of Electronic Word of Mouth (E-WOM) and Influencer Personal Branding on Umrah package purchase decisions through Consumer Trust at PT Faza Atama Semesta Palembang. This research is motivated by the increasing use of digital media as a promotional tool for Umrah travel services and the importance of consumer trust in determining purchase decisions. The problem addressed in this study is whether E-WOM and Influencer Personal Branding are able to directly influence purchase decisions or indirectly through consumer trust. This study used a quantitative approach with a survey method. Data were collected through questionnaires distributed to 237 respondents consisting of alumni pilgrims and prospective pilgrims of PT Faza Atama Semesta Palembang. Data analysis was conducted using Structural Equation Modeling based on Partial Least Square (SEM-PLS). The analysis included outer model evaluation, inner model evaluation, hypothesis testing, and indirect effect testing to determine the mediating role of consumer trust. The results showed that E-WOM and Influencer Personal Branding did not have a significant direct effect on Purchase Decisions. However, E-WOM and Influencer Personal Branding had a positive and significant effect on Consumer Trust. Furthermore, Consumer Trust had a positive and significant effect on Purchase Decisions and was able to mediate the influence of E-WOM and Influencer Personal Branding on Umrah package purchase decisions at PT Faza Atama Semesta Palembang.

Keywords: Electronic Word of Mouth, Influencer Personal Branding, Consumer Trust, Purchase Decision, SEM-PLS.