

ABSTRAK

Persaingan yang semakin ketat dalam industri perjalanan ibadah umrah mendorong perusahaan untuk meningkatkan loyalitas jemaah melalui pembentukan citra merek yang positif dan pengelolaan *electronic word of mouth* (e-WOM) yang efektif. Penelitian ini bertujuan untuk menganalisis pengaruh citra merek dan *electronic word of mouth* (e-WOM) terhadap loyalitas jemaah HaramainKU Travel Cabang Palembang. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Populasi penelitian adalah seluruh jemaah HaramainKU Travel Cabang Palembang periode 2023–2025 yang berjumlah 345 orang. Sampel penelitian ditentukan menggunakan teknik *purposive sampling* dan diperoleh sebanyak 80 responden. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan program *Statistical Package for the Social Sciences* (SPSS) versi 27. Teknik analisis yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa citra merek tidak berpengaruh signifikan terhadap loyalitas jemaah secara parsial. Sebaliknya, *electronic word of mouth* (e-WOM) berpengaruh positif dan signifikan terhadap loyalitas jemaah. Secara simultan, citra merek dan *electronic word of mouth* (e-WOM) berpengaruh signifikan terhadap loyalitas jemaah HaramainKU Travel Cabang Palembang. Nilai koefisien determinasi (R^2) sebesar 0,350 menunjukkan bahwa 35% loyalitas jemaah dapat dijelaskan oleh citra merek dan e-WOM, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian. Dengan demikian, e-WOM menjadi faktor yang lebih dominan dalam meningkatkan loyalitas jemaah HaramainKU Travel Cabang Palembang.

Kata Kunci: Citra Merek, *Electronic Word of Mouth* (e-WOM), HaramainKU Travel, Loyalitas Jemaah, Travel Umrah.

ABSTRACT

The increasing competition in the Umrah travel industry encourages companies to enhance customer loyalty through the development of a positive brand image and effective management of electronic word of mouth (e-WOM). This study aims to analyze the influence of brand image and electronic word of mouth (e-WOM) on customer loyalty at HaramainKU Travel Palembang Branch. This research employed a quantitative method with a survey approach. The population consisted of 345 customers of HaramainKU Travel Palembang Branch during the 2023–2025 period. The sample was determined using a purposive sampling technique, resulting in 80 respondents. Data were collected through questionnaires and analyzed using the Statistical Package for the Social Sciences (SPSS) version 27. The analytical techniques included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-test, F-test, and coefficient of determination analysis. The results indicate that brand image does not have a significant effect on customer loyalty partially. In contrast, electronic word of mouth (e-WOM) has a positive and significant effect on customer loyalty. Simultaneously, brand image and electronic word of mouth (e-WOM) have a significant effect on customer loyalty at HaramainKU Travel Palembang Branch. The coefficient of determination (R^2) value of 0.350 indicates that 35% of customer loyalty can be explained by brand image and e-WOM, while the remaining 65% is influenced by other factors outside the scope of this study. Therefore, e-WOM is considered the more dominant factor in improving customer loyalty at HaramainKU Travel Palembang Branch.

Keywords: Brand Image, Customer Loyalty, Electronic word of mouth (e-WOM), HaramainKU Travel, Umrah Travel.