

ABSTRACT

There are several factors that influence Umrah pilgrims in ordering Umrah trips, both done through conventional and online methods. This study aims to analyze the effect of perceived usefulness, perceived ease of use, perceived price, and promotion on purchasing decisions for booking Umrah travel online with trust as an intervening variable.

This study used 200 samples from a population of 1806 Umrah pilgrims at Musapir Tours Travel Agent who had and wanted to order Umrah travel online on the Musapir Tours website. Data collection was carried out by distributing questionnaires. Data analysis was carried out through structural equation modeling (SEM) analysis with the SmartPLS version 3.0 analysis tool.

The results of the analysis show that perceived usefulness, have no influence on the trust of Umrah pilgrims and purchasing decisions for booking Umrah travel online. Perceived ease of used has no influence on the trust of Umrah pilgrims, but has an influence on purchasing decisions for booking Umrah travel online. Price and promotion, have an influence on the trust of Umrah pilgrims and purchasing decisions for booking Umrah travel online.

Keywords: TAM, Marketing Mix, Purchase Decision, Trust, SEM.