

## **ABSTRACT**

*The rapid advancement of information technology and social media has significantly transformed consumer behavior, including in religious travel decision-making. This study examines the influence of electronic word of mouth (eWOM) and influencer marketing on purchase decisions of Umrah and Hajj travel agency consumers at PT Annamira Alma Mulia (Namira Tour), with trust and brand awareness as intervening variables. A quantitative approach with purposive sampling was employed, involving 230 respondents analyzed using Structural Equation Modelling (SEM) with AMOS 26. Results show that eWOM significantly influences trust (C.R. = 13.525;  $p < 0.001$ ), influencer marketing significantly influences brand awareness (C.R. = 6.390;  $p < 0.001$ ), trust significantly influences purchase decision (C.R. = 3.750;  $p < 0.001$ ), eWOM significantly influences purchase decision (C.R. = 6.152;  $p < 0.001$ ), and influencer marketing significantly influences purchase decision (C.R. = 3.343;  $p < 0.001$ ). Brand awareness, however, does not significantly influence purchase decision (C.R. = 0.179;  $p = 0.858$ ). eWOM emerged as the strongest predictor with a total effect of 72.4% on purchase decision, both directly and through trust mediation. These findings extend Source Credibility Theory to the religious travel industry context and offer strategic implications for strengthening consumer trust through digital review management and influencer collaboration.*

**Keywords:** *Electronic Word of Mouth, Influencer Marketing, Trust, Brand Awareness, Purchase Decision, Umrah and Hajj Travel Agency*

