

ABSTRACT

This study aims to examine the effect of digital marketing on the purchase intention of umrah and hajj travel service company. The independent variables in this study are Digital Marketing and the purchase Intention is a dependent variable. Meanwhile social media marketing and electronic word of mouth are the sub indicators

The type of research used in this research is descriptive analysis. The method used in this study is a quantitative method using a structural equation model (SEM). The study sample included customers or potential customers who had purchased or have interest in umrah and hajj bureau services company products with the age of over 18 years old. Data collection techniques using a non-probability sampling technique. The sample in this study was 100 respondents. The hypotheses were tested with the help of SPSS software.

The results of this study show that Digital Marketing has a positive effect on Purchase intention.

Keywords: Digital Marketing, Purchasing Intention, Umrah and Hajj, PT. Nurindo Wisata

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