

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Pelayanan, Promosi melalui Media Sosial dan *Religious Value* terhadap Pemilihan Paket Umroh PT. Royal Tour International dengan Minat Jamaah sebagai Intervening. Populasi pada penelitian ini adalah jamaah PT Royal Tour Internasional sebanyak 1365 jamaah di akhir Tahun 2021. Kemudian, berdasarkan perhitungan sampel didapatkan responden sebanyak 240 responden. Metode pengumpulan data yang digunakan dalam penelitian ini dengan menggunakan kuesioner. Adapun metode analisis yang digunakan adalah *structural equation modelling* melalui *partial least square*. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh signifikan terhadap pemilihan paket umroh, promosi melalui media sosial berpengaruh signifikan terhadap pemilihan paket umroh, *religious values* berpengaruh positif dan signifikan terhadap pemilihan paket umroh, minat jamaah berpengaruh positif dan signifikan terhadap pemilihan paket umroh, kualitas pelayanan berpengaruh positif dan signifikan terhadap minat jamaah, promosi melalui media sosial berpengaruh positif dan signifikan terhadap minat jamaah, *religious values* berpengaruh positif dan signifikan terhadap minat jamaah, kualitas pelayanan berpengaruh positif dan signifikan terhadap pemilihan paket umroh melalui minat jamaah sebagai *intervening*, promosi melalui media sosial berpengaruh positif dan signifikan terhadap pemilihan paket umroh melalui minat jamaah sebagai *intervening*, dan *religious values* berpengaruh positif dan signifikan terhadap pemilihan paket umroh melalui minat jamaah sebagai *intervening*.

Kata Kunci : Pemilihan Paket Umroh, Minat Jamaah, Kualitas Pelayanan, Promosi Melalui Media Sosial, *Religious Values*

## ABSTRACT

*The objectives of this study is to determine the effect of Service Quality, Promotion through Social Media and Religious Values on the Selection of Umrah Packages of PT. Royal Tour International with Congregation Interests as Intervening. The population in this study were 1365 pilgrims from PT Royal Tour Internasional at the end of 2021. Then, based on the calculation of the sample, there were 240 respondents. The data collection method used in this study was a questionnaire. The analysis method used is structural equation modeling through partial least squares. The results showed that service quality had positive and significant effect on the selection of Umrah packages, promotion through social media had positive and significant effect on the selection of Umrah packages, religious values had positive and significant effect the selection of Umrah packages, pilgrims' interests had a significant effect on the selection of Umrah packages, service quality had positive and significant effect on pilgrims' interests, promotion through social media had positive and significant effect on the interest of the congregation, religious values had positive and significant effect on the interest of the congregation, the quality of service had positive and significant effect selection of the Umrah package through the interest of the congregation as an intervening, promotion through social media had positive and significant effect on the selection of the Umrah package through the interest of the congregation as intervening, and religious values had positive and significant effect on the selection of Umrah packages through the interest of pilgrims as intervening.*

*Keyword : Umrah Package Selection, Congregation Interest, Service Quality, Promotion Through Social Media, Religious Values*

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