

ABSTRAK

Skripsi dengan judul “*Pengaruh Kualitas Konten Media Sosial Dan Kredibilitas Testimoni Jamaah Umroh Terhadap Keputusan Pemilihan Biro Travel Umroh PT. Al Hakim Lina Jaya*” disusun oleh Muhammad Alfin Rohmat Fauzi, NIM. 126407213121, Program Studi Pariwisata Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung.

Kata kunci: *Kualitas Konten Media Sosial, Kredibilitas Testimoni Jamaah, Keputusan Pemilihan Biro Travel Umroh.*

Penelitian ini berangkat dari semakin ketatnya persaingan antar biro perjalanan ibadah umroh di Indonesia serta pergeseran perilaku calon jamaah yang kini lebih banyak memanfaatkan media sosial sebagai rujukan utama sebelum menentukan pilihan. Dalam kondisi tersebut, mutu penyajian konten media sosial dan tingkat kepercayaan terhadap testimoni jamaah menjadi unsur penting dalam membentuk keyakinan serta memengaruhi keputusan jamaah dalam memilih biro travel umroh, khususnya pada PT. Al Hakim Lina Jaya yang mengalami perubahan jumlah jamaah seiring waktu di tengah kompetisi industri yang terus berkembang. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kualitas konten media sosial dan kredibilitas testimoni jamaah terhadap keputusan pemilihan biro travel umroh PT. Al Hakim Lina Jaya, secara simultan dan secara parsial. Variabel independen dalam penelitian ini adalah kualitas konten media sosial dan kredibilitas testimoni jamaah, sedangkan variabel dependen adalah keputusan pemilihan biro travel umroh.

Metode penelitian yang diterapkan adalah pendekatan kuantitatif dengan tipe penelitian yang bersifat asosiatif. Teknik pemilihan sampel dilakukan melalui nonprobability sampling dengan metode accidental sampling. Informasi didapat dengan mendistribusikan kuesioner kepada anggota PT. Al Hakim Lina Jaya yang melibatkan 100 responden. Data yang telah terkumpul kemudian dianalisis menggunakan berbagai uji statistik, termasuk uji validitas, uji reliabilitas, uji asumsi klasik, regresi linier berganda, serta pengujian koefisien determinasi (R^2), uji F, dan uji t.

Hasil penelitian menunjukkan bahwa kualitas konten media sosial dan kredibilitas testimoni jamaah secara simultan berpengaruh positif dan signifikan terhadap keputusan pemilihan biro travel umroh PT. Al Hakim Lina Jaya. Secara parsial, kualitas konten media sosial berpengaruh positif dan signifikan terhadap keputusan pemilihan biro travel umroh. Selain itu, kredibilitas testimoni jamaah juga berpengaruh positif dan signifikan terhadap keputusan pemilihan biro travel umroh. Nilai koefisien determinasi (*Adjusted R Square*) menunjukkan bahwa sebesar 21,6% variasi keputusan pemilihan biro travel umroh dapat dijelaskan oleh kualitas konten media sosial dan kredibilitas testimoni jamaah, sedangkan sisanya 78,4% dipengaruhi oleh faktor lain di luar model penelitian.

ABSTRACT

Thesis with the title "The Influence of Social Media Content Quality and Credibility of Umrah Pilgrim Testimonials on the Decision to Elect the Umrah Travel Bureau of PT. Al Hakim Lina Jaya" was compiled by Muhammad Alfin Rohmat Fauzi, NIM. 126407213121, Sharia Tourism Study Program, Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University Tulungagung.

Keywords: *Quality of Social Media Content, Credibility of Pilgrim Testimonials, Umrah Travel Agency Selection Decision.*

This research departs from the increasingly fierce competition between Umrah travel agencies in Indonesia and the shift in the behavior of prospective pilgrims who now use social media more as the main reference before making a choice. In these conditions, the quality of the presentation of social media content and the level of trust in pilgrim testimonials are important elements in forming confidence and influencing the decision of pilgrims in choosing an Umrah travel agency, especially at PT. Al Hakim Lina Jaya who has experienced a change in the number of worshippers over time in the midst of growing industry competition. This study aims to find out and analyze the influence of the quality of social media content and the credibility of pilgrim testimonials on the decision to choose the Umrah travel agency of PT. Al Hakim Lina Jaya, simultaneously and partially. The independent variable in this study is the quality of social media content and the credibility of pilgrim testimonials, while the dependent variable is the decision to choose an Umrah travel agency.

The research method applied is a quantitative approach with an associative type of research. The sample selection technique was carried out through nonprobability sampling using the accidental sampling method. Information was obtained by distributing questionnaires to members of PT. Al Hakim Lina Jaya involving 100 respondents. The data that had been collected was then analyzed using various statistical tests, including validity tests, reliability tests, classical assumption tests, multiple linear regressions, as well as determination coefficient (R^2) tests, F tests, and t tests.

The results of the study show that the quality of social media content and the credibility of pilgrim testimonials simultaneously have a positive and significant effect on the decision to select the Umrah travel agency of PT. Al Hakim Lina Jaya. Partially, the quality of social media content has a positive and significant effect on the decision to choose an Umrah travel agency. In addition, the credibility of pilgrims' testimonials also has a positive and significant effect on the decision to select an Umrah travel agency. The value of the determination coefficient (Adjusted R Square) showed that 21.6% of the variation in the decision to choose an Umrah travel agency could be explained by the quality of social media content and the credibility of the pilgrims' testimonials, while the remaining 78.4% was influenced by other factors outside the research model.