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CELEBRITY ENDORSER INTERVENING EFFECTS REGARDING THE DECISION TO PURCHASE UMRAH TRAVEL AGENCY SERVICES

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Abstract: *This study aims to show the influence of price, perceived value, celebrity endorser and religiosity on purchasing decisions for Umrah travel agency services with promotion as an intervening variable. The method used in this research is a quantitative descriptive method with the SEM-PLS analysis method. The analysis tool used was SmartPLS 4.0.9.3 with a sample size of 243 respondents using Google forms and distributed on social media. This research found that the price level and perceived value did not influence the decision to purchase Umrah travel agency services. Apart from that, the level of promotion, religiosity, and celebrity endorsers have a positive influence on purchasing decisions for Umrah travel agency services. Another finding is that the celebrity endorser variable does not mediate the price, perceived value and religiosity variables on purchasing decisions. Meanwhile, the celebrity endorser variable mediates the promotion variable on purchasing decisions for Umrah travel agency services.*

Keywords: *Price, Perceived Value, Promotion, Religiosity, Celebrity Endorser, Purchase Decision, Umrah*

Abstrak: Penelitian ini bertujuan untuk menunjukkan pengaruh harga, nilai yang dirasakan, selebriti yang menjadi duta merek, dan tingkat keagamaan terhadap keputusan pembelian layanan biro perjalanan umrah dengan promosi sebagai variabel perantara. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kuantitatif dengan metode analisis SEM-PLS. Alat analisis yang digunakan adalah SmartPLS 4.0.9.3 dengan jumlah sampel sebanyak 243 responden yang dikumpulkan melalui Google Forms dan disebarkan melalui media sosial. Penelitian ini menemukan bahwa tingkat harga dan nilai yang dirasakan tidak memengaruhi keputusan pembelian layanan agen perjalanan Umrah. Selain itu, tingkat promosi, religiositas, dan selebriti yang menjadi duta merek memiliki pengaruh positif terhadap keputusan pembelian layanan agen perjalanan Umrah. Temuan lain adalah bahwa variabel selebriti yang menjadi duta merek tidak memediasi variabel harga, nilai yang dirasakan, dan religiositas terhadap keputusan pembelian. Sementara itu, variabel selebriti sebagai duta merek berperan sebagai variabel perantara antara variabel promosi dan keputusan pembelian layanan agen perjalanan Umrah.

Kata Kunci: Harga, Perceived Value, Promosi, Religiusitas, Selebriti, Keputusan Pembelian, Umrah

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1. INTRODUCTION

The Hajj is a unique pilgrimage because every year Muslims from all over the world come to Mecca to perform the Hajj (Shambour, 2022). As the fifth pillar of Islam, the Hajj pilgrimage is mandatory for every Muslim who is able to carry it out.

Currently the number of Muslims in Indonesia is the largest in the world. The number reached 237.6 million people or around 86.7% of the population in Indonesia and 12.30% of the world's Muslim population. According to The World Bank report (2019), the number of middle class people in Indonesia is growing every year. The large Muslim population in Indonesia and the increasing middle class have the potential for the Umrah industry in the country. Apart from that, the Umrah pilgrimage has now become a new trend among middle class people in Indonesia. Not just a spiritual activity but as a means of existence and validation to gain social status in society (Miftah, 2016).

Based on the Ministry of Religion's report, it shows that the province with the highest number of pilgrims in Indonesia in 2022 is West Java, but when compared in percentage terms with the population in 2022, the DKI Jakarta region occupies first position with the highest percentage. The West Java region with a population of 48,640,000 people has a percentage of 0.35%, the East Java region with a population of 41,140,000 people has a percentage of 0.39%, and the DKI Jakarta region with a population of 11,250,000 people has a percentage spread of 1.11%. The phenomenon of high interest in the Umrah pilgrimage is also a very prospective business opportunity for companies organizing Umrah pilgrimages in Indonesia (PPIU) (Oktora & Achyar, 2014). So it is not surprising that the Umrah travel business is emerging at this time. It is recorded that in 2023, there will be 1,953 legally registered PPIUs in Indonesia (Kemenag, 2023).

Currently the province with the largest number of PPIUs in Indonesia is DKI Jakarta. There are 467 PPIUs that have official permits. The number is almost double that of West Java with a total of 237 PPIUs. The large number of PPIUs in Jakarta is not without reason, this phenomenon can be seen based on the high percentage of Umrah pilgrims from DKI Jakarta compared to other provinces which have a larger population. Apart from that, as the nation's capital, DKI Jakarta is the center of the economy in Indonesia. This is what triggers people from various regions to come to Jakarta to seek their fortune. As a result, Jakarta became the most populous province with the highest density level of 15,978 people/km2 (BPS, 2021). The high enthusiasm of the community in carrying out the Umrah pilgrimage and the large number of PPIUs in DKI Jakarta have made researchers interested in further researching this phenomenon.

On the one hand, the large number of PPIUs actually makes people more careful in choosing PPIUs, because there are still cases of PPIUs not having permits, canceling sending prospective congregations, and embezzling congregational funds. The high level of public interest in carrying out the Umrah pilgrimage provides an opportunity for irresponsible parties. In the last five years there have been phenomenal cases of embezzlement of Hajj and Umrah funds. Among them are the embezzlement of funds

carried out by Abu Tours in March 2018 with the embezzlement amount reaching IDR 1.8 trillion, First Travel Bureau in May 2018 which caused a loss of IDR 905.33 billion, Usmaniyah Hannien Tour in May 2018 which caused a loss of IDR 37.8 billion , Solusi Balad Lumampah in October 2018 which caused a loss of IDR 500 billion, and M Akbaruddin in October 2021 which caused a loss of IDR 208 billion (National.Okezone, 2021). Since 2015, around 20 PPIUs have had their permits revoked by the Ministry of Religion because they have committed violations and including embezzlement of funds (Kemenag, 2023).

In connection with the high number of Umrah pilgrims amidst widespread cases of embezzlement of Umrah funds. It is possible that there are other factors that can play a role in influencing people's decisions in purchasing Umrah travel agency services. Based on the purchasing decision theory put forward by Philip Kotler, there are at least several variables that are thought to influence the decision to purchase Umrah travel services.

First, purchasing decisions can be influenced by price variables. A psychological study shows that different ratings and prices can cause emotional tendencies and cognitive responses to products (Sun et al., 2020; Kamarul Zaman et al., 2025). This happens because price is considered capable of communicating information about the product and providing a deeper meaning for consumers (Kotler & Keller, 2016). According to research Widiastuti & Hendarti (2022), price has a significant influence on purchasing decisions at PT. Friends of Sukoharjo Tour & Travel. This statement is in line with the results of research conducted by Elfatihah & Maesaroh (2019) which concluded that price had a positive influence on the decision to purchase Hajj and Umrah packages at Shafira Tour & Travel Gresik. Meanwhile, other studies also reveal that there is a different view, where price has no influence on purchasing decisions (Rifai & Hutauruk, 2017).

Second, perceived value is one of the factors that can influence purchasing decisions. According to Kotler & Armstrong (2018) perceived value is described in the form of consumers' perceptions or evaluations of products which are based on efforts towards the benefits received. The influence of perceived value on purchasing decisions is strengthened by research findings Puspitasari and Indriani (2018) who believes that perceived value has a positive and significant influence on purchasing decisions. These findings also receive support from research Suryani et al., (2022) which states that perceived value influences purchasing decisions.

Third, purchasing decisions can also be influenced by the celebrity endorser variable. By using celebrities as endorsers, celebrity endorsers can be used to boost popularity and gain brand validation (Khan et al., 2019). However, marketers must determine endorser criteria such as suitability for the brand or product, celebrity skills, and celebrity trustworthiness (Mihn Ha, 2019). This aims to ensure that celebrity endorsers do not backfire on the company. Study Salam and Abdiyanti (2020) stated that celebrity endorsers influence purchasing decisions. The research is also supported by research Pratama et al., (2021) which states that celebrity endorsers partially influence purchasing decisions. Meanwhile, Syaddad's research (2021) states that

celebrity endorsers do not have a positive influence on purchasing decisions for Umrah travel agency services.

Fourth, another factor that can influence purchasing decisions is the religiosity variable. The level of religiosity can be seen from an individual's commitment to obeying religious commands which is characterized by daily attitudes and behavior (Destiana & Tairas, 2021). One implementation is in consumption patterns which can be influenced by religiosity. Likewise, in choosing a tourist destination, a Muslim tends to be based on Islamic beliefs and practices compared to non-Muslims. Study Aliyah and Suryaningsih (2021) states that religiosity has a positive effect on purchasing decisions. This is also in line with research Qorni et al, (2020) which states that religiosity influences the decision to purchase sharia property. Meanwhile, according to Amalia & Rozza (2020), religiosity does not influence the decision to become a sharia bank customer.

Based on what researchers have explained and reviewing the results of previous research, in fact there are still inconsistent results in previous studies. Therefore, researchers will examine whether these variables are factors and influence the decision to purchase Umrah travel agency services. The urgency of this research is the lack of previous research that directly tests the influence of price variables, celebrity endorsers, perceived value, religiosity and promotion on purchasing decisions for Umrah travel agency services.

The novelty in this research lies in the use of promotion as a variable that mediates other variables. The importance of conducting this research is very relevant to obtain scientific findings that are able to provide tested information regarding the factors that can influence consumers to make purchasing decisions about Umrah travel agency services.

Although previous studies have extensively examined factors influencing purchasing decisions in various service sectors, studies specifically investigating purchasing decisions for Umrah travel agency services remain limited, particularly within the context of Indonesia as the country with the world's largest Muslim population. Prior research has generally focused on isolated determinants such as price, promotion, religiosity, or celebrity endorsement independently, while limited attention has been given to examining these variables simultaneously within an integrated framework. In addition, previous findings remain inconsistent. Several studies found that price, religiosity, and celebrity endorsers significantly influence purchasing decisions, while other studies reported insignificant relationships. These inconsistencies indicate the need for further empirical investigation.

Furthermore, limited studies have explored the mediating role of celebrity endorsers in the relationship between marketing variables and purchasing decisions in the Umrah travel service industry. Most previous studies positioned celebrity endorsers merely as direct antecedents of purchase decisions rather than as an intervening mechanism capable of strengthening promotional influence. Therefore, this study attempts to fill these gaps by developing an integrated model that examines the effects of price, perceived value, promotion, and religiosity on purchasing decisions for

Umrah travel agency services, while simultaneously testing celebrity endorser as an intervening variable. This study contributes theoretically by extending consumer behavior literature in the context of Islamic religious tourism and provides practical insights for Umrah travel agencies in designing effective marketing strategies.

2. LITERATURE REVIEW

2.1 Buying decision

According to Kotler and Armstrong (2018) purchasing decisions are defined as a consumer's decision to choose the brand to buy. When consumers are faced with a problem, they first look for potential solutions by researching the product or brand and then making a purchasing decision (Tjiptono, 2012).

2.2 Price

Price is the amount of money spent by consumers in exchange for the benefits of owning or using a good or service (Kotler & Armstrong, 2018). Price is also defined as the exchange value obtained by consumers for ownership of a product or service whose value has been agreed upon by related parties, which is produced through a negotiation process (Arisuddin et al., 2020). Meanwhile, Ilmiyah and Krishernawan (2020) define price as a unit of exchange value equivalent to money in order to obtain the right to use and utilize goods or services. Several studies show that price levels influence consumer purchasing decisions, including research by Monoarfa et al, (2023), Hanaysha et al., (2021), Imaningsih & Rohman, (2018), Ilmiyah and Krishernawan, (2020), Sun, et al., (2020).

2.3 Perceived Value

Kotler and Keller (2016) define perceived value as the benefits that consumers perceive for the costs or efforts that have been expended. Meanwhile, according to Hanaysha (2018), perceived value refers to the customer's overall evaluation of the superiority of a product or service in relation to what is provided and what is obtained in return. Because a product will lose to its competitors' products if it does not provide value, therefore perceived value can be seen as something important (Pratminingsih & Astuty, 2017). Values are also the result of evaluative perceptions which refer to principles, rules, criteria, norms, goals, or ideals that help as a basis for these evaluative perceptions (Hassan et al., 2016; Abyad et al., 2025; Afiyanti Tripuspitorini et al., 2025). There are several studies that show that perceived value has an influence on purchasing decisions, including:Suryani et al., (2022),Yaputra (2020); Puspitasari and Indriani (2018); Praditya and Astuti (2018); Chaphiray & Indriyanti (2020).

2.4 Promotion

The definition of promotion according to Kotler and Armstrong (2018) is that promotion is the benefits of a product that are communicated with the aim of persuading potential consumers to buy the product. This is similar to Rangkuti (2009) and Tajudin and Mulazid (2017) who define promotion as the process of providing

information and encouraging demand for a company's products, services and ideas by influencing consumers to want to buy the products or services produced. Promotional activities are closely related to sales because the aim of promotion is to increase sales. This was also explained by Tjiptono (2012) that sales promotions aim to increase product purchases and encourage sales by direct persuasion using various incentives. Meanwhile, according to Juliana et al., (2022b) religiosity is not a rational process or knowledge, but rather is the moral basis of life for those who follow a particular religion. Several research results show that there is an influence between the level of promotion on purchasing decisions, including Monoarfa et al, (2023), Yusuf & Sunarsi, (2020), Tajudin and Mulazid (2017) and Solihin (2020).

2.5 Religiosity

Religiosity refers to a person's level of dedication to the religion he or she adheres to, which is reflected through the individual's attitudes and behavior (Al Qorni et al., 2020). Religiosity can also be defined as all a person's behavior related to the religion he adheres to as everything or actions in life that are associated with the religion he believes in (Amalia & Rozza, 2020; Muflih & Juliana, 2021; Gunawan et al., 2025). Meanwhile, according to Glock and Stark (1965) religiosity refers to a person's level of knowledge, level of confidence in their views, persistence in practicing their religion, and religious observance. Several research results show that there is an influence between the level of religiosity and purchasing decisions, including Santosa and Rizaldy (2022); Al Qorni et al., (2020); And Imamuddin (2017); Muflih & Juliana, (2021) Aliyah and Suryaningsih (2021) and Amalia and Rozza (2022).

2.6 Celebrity Endorser

Shimp (2010) defines a celebrity endorser as a figure who is known to many people in a particular field in various media, such as print media, social media and television media who is known to the public for the success of the product they promote. An endorser is known for his achievements or uniqueness and can also have an influence on other people. They can be used as a means of conveying the value message of a brand or product to attract consumer attention. Consumers are more likely to buy brand advertisements that are endorsed by celebrities who have knowledge of the brand or whose profession is close to the brand (Annisa & Paramita, 2021). Celebrities must be knowledgeable about the product or brand. Because it will support consumers or provide information to them, which will then influence consumers towards the brand (Cheah et al., 2019). A celebrity needs to be attractive physically, skills, personality, and way of communicating (Raza et al., 2019). There are several research results that show that celebrity endorsers are able to mediate purchasing decisions, including Lestari and Wahyono (2021), and Azizah and Fikriyah (2023); (Cheah et al., 2019); (Annisa & Paramita, 2021) and Sucisanjiwani & Yudhistira (2023).

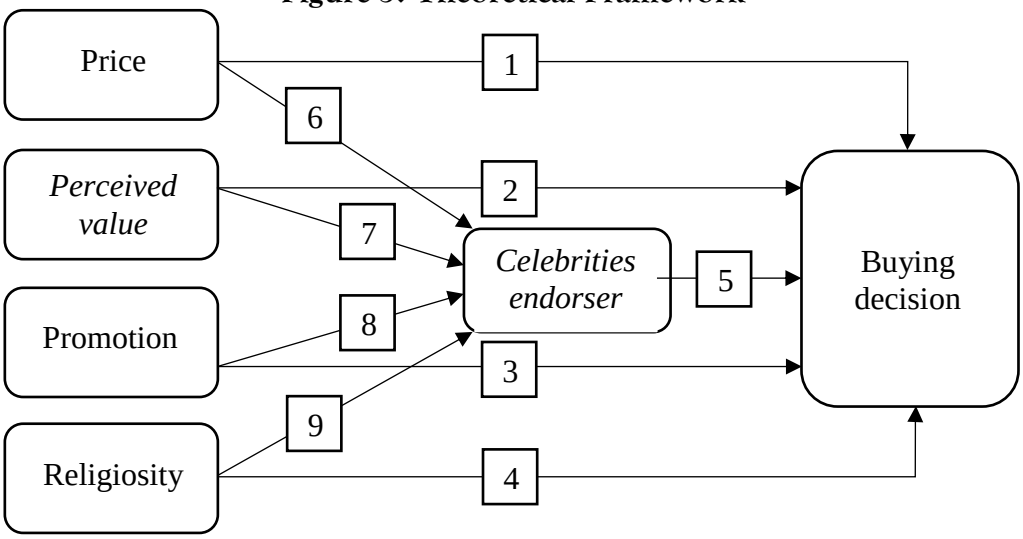
2.7 Research Hypothesis

The hypothesis in this research is as follows:

H1: Price has a positive effect on purchasing decisions.
H2: Perceived value has a positive influence on purchasing decisions.
H3: Promotions have a positive effect on purchasing decisions.
H4: Religiosity has a positive effect on purchasing decisions.
H5: Celebrity endorsers have a positive influence on purchasing decisions.
H6: Celebrity endorsers positively mediate price on purchasing decisions
H7: Celebrity endorsers mediate positive perceived value on purchasing decisions
H8: Celebrity endorsers mediate positive promotions on purchasing decisions
H9: Celebrity endorsers positively mediate religiosity on purchasing decisions

The framework for thinking in this research is as follows:

Figure 3. Theoretical Framework



3. RESEARCH METHODS

The research method used in this research isquantitative descriptive with causality descriptive research design.The descriptive method is a method that attempts to obtain a complete and accurate description of a situation(Juliana et al., 2019). The population in this research isUmrah pilgrims who have used Umrah travel services located in DKI Jakarta. The sampling technique used refers to non-probability sampling with a purposive sampling type, this is based on the number of samples that are widely spread and the exact number is not yet known. The instrument or measuring tool in this research uses a questionnaire. The research questionnaire uses an online form distributed via social media such as Facebook Groups, WhatsApp, Twitter, Telegram and Instagram.

The data analysis technique uses Structural Equation Modeling-Partial Least Square (SEM-PLS). The reason for choosing PLS-SEM is because this research aims to predict the model, does not rely too much on testing assumptions, and is more suitable for using smaller amounts of data (Juliana et al., 2020). The sampling technique uses the Jacob Cohen formula to produce a minimum calculation of 205 samples. Then the tool used to analyze PLS-SEM data isSmartPLS 4.0.9.3 software for Windows.

4. RESULTS AND DISCUSSION

The majority of congregations who were respondents in the gender category were male, namely 145 people or 59.92%. The number of respondents who were female was 97 people or 40.08%.The description of the respondents from this research can be classified in table 1 below:

Table 1. Respondent Classification

Respondent Characteristics	N	%
Gender		
Man	145	59.92%
Woman	97	40.08%
Age		
15-25 Years	12	4.96%
26-35 Years	81	33.47%
36-45 Years	136	56.20%
>55 Years	13	5.37&
Work		
State civil service	61	25.21%
Teacher/Lecturer	23	9.50%
Other	30	12.40%
Employees of State-Owned Enterprises	32	13.22%
Private employees	25	10.33%
Professional	16	6.61%
Businessman	55	22.73%
Income		
< IDR 5,000,000	82	33.88%
IDR 5,100,000 - IDR 10,000,000	97	40.08%
IDR 10,100,000 - IDR 15,000,000	28	11.57%
IDR 15,100,000 - IDR 20,000,000	24	9.92%
> IDR 20,000,000	11	4.55

4.1 Outer Model Validity Test

Convergent Validity

To measure convergent validity, it can be seen in the results of the loading factor test. The indicator can be said to be valid if the loading factor value is greater than 0.70. However(Hair, et al., 2016)stated that for early stage research a loading value of 0.5-0.6 was considered good enough.

Table 2. Convergent Validity

Variable	LF	FLC	AVE	Description
Price		0.920	0.846	
Price levels for Umrah packages offered by travel agencies	0.931			Valid
The amount of the discount you receive from the travel agency	0.897			Valid
The price level for the Umrah package that I chose was compared to the price of Umrah packages at other travel agencies	0.932			Valid
Perceived Value		0.877	0.770	

Variable	LF	FLC	AVE	Description
Conformity between the quality of service obtained and what is expected	0.862			Valid
I recommend the experience of using the services of the Umrah travel agency that I used to other people	0.881			Valid
The quality of service obtained is commensurate with the money I spend	0.889			Valid
Celebrity Endorser		0.934	0.873	
The level of conformity of the information conveyed by the endorser (public/religious figure, official, celebrity or person who is seen) with what I feel	0.925			Valid
The level of knowledge of the endorser (public/religious figure, official, celebrity or respected person) in conveying information	0.932			Valid
The level of popularity of the endorser (public/religious figure, official, celebrity or person who is respected) among the public	0.946			Valid
Religiosity		0.807	0.652	
My level of understanding regarding the obligatory worship commanded by ALLAH SWT	0.784			Valid
My level of belief in every behavior carried out is part of worship	0.778			Valid
My level of knowledge regarding the rewards obtained when performing the Umrah pilgrimage	0.858			Valid
Promotion		0.841	0.708	
The advertising language used by travel agencies to promote Umrah packages can attract potential buyers	0.780			Valid
Promotions with cash payments with discount bonuses or special incentives can attract potential buyers	0.853			Valid
Umrah travel agents who offer personal offers can attract the hearts of potential buyers	0.887			Valid
Buying decision		0.883	0.812	
Variations in Umrah packages offered	0.884			Valid
The suitability of the Umrah implementation time can attract the hearts of potential buyers	0.896			Valid
The level of superiority of the travel agency you use compared to other travel agencies	924			Valid

Based on Table 2, it can be said that the indicators in this study have adequate convergent validity because all indicators have a loading factor value of more than 0.5, so the indicators in this study are valid. So it can be said that the set of indicators in this research represents latent variables and is the underlying latent variable in research.

4.2 Composite Reliability, Cronbach's Alpha, and Average Variance Extracted (AVE)

Composite Reliability and Cronbach's alpha tests are carried out to measure internal consistency or measure the reliability of the measurement model and the value must be above 0.70. Composite reliability is another alternative test to Cronbach's alpha, when the test results are compared, composite reliability is more accurate than Cronbach's alpha.

Average Variance Extracted is a test carried out to measure the amount of variance that can be captured by the construct, compared to the variance caused by errors in measurement. The AVE value must be > 0.5 (for confirmatory and explanatory research). This is because this value can reveal that at least the latent factor can explain each indicator by half the variance value.

Table 3. Composite Reliability, Cronbach's Alpha, and Average Variance Extracted

	Cronbach's alpha	Composite reliability	Average Variance Extracted (AVE)
Price	0.912	0.943	0.846
Perceived Value	0.851	0.909	0.770
Celebrity Endorser	0.927	0.954	0.873
Religiosity	0.734	0.849	0.652
Promotion	0.795	0.879	0.708
Buying decision	0.885	0.929	0.812

The test results based on Table 3 of the SmartPLS processing results for each latent variable in this study show that all variables in this study have Cronbach's alpha and composite reliability values of more than 0.6. Therefore, it can be concluded that all latent variables in this study are said to be reliable and the model built has a good level of reliability. Besides that,all variables in this study have an AVE value of more than 0.5. So, it can be concluded that the construct measurements in this study have a high and valid correlation, and can be said to be good at representing indicators.

4.4 Hypothesis Testing (Resampling Bootstrapping)

In this section, hypothesis testing in SEM-PLS can be seen from the p-value, if the p-value is smaller than 0.05 then the hypothesis is accepted and vice versa.(Hair, et al., 2016).

Table 4. Output Path Coefficient

	Original sample (O)	T statistics (|O/STDEV|)	P values
Price -> Purchase Decision	0.045	0.973	0.331
Perceived value -> Purchase Decision	0.036	0.871	0.384
Promotion -> Purchase Decision	0.665	10,815	0,000
Religiosity -> Purchase Decision	0.091	1,865	0.063
Celebrity Endorser -> Purchase Decision	0.146	2,131	0.034
Price -> Celebrity Endorser -> Purchase Decision	-0.001	0.132	0.895
Perceived value -> Celebrity Endorser -> Purchase Decision	0.011	1,608	0.108
Promotion -> Celebrity Endorser -> Purchase Decision	0.120	2,106	0.036
Religiosity -> Celebrity Endorser -> Purchase Decision	-0.001	0.165	0.869

4.5 Discussion And Implications

Based on the output path coefficients in table 4, this research found the following findings: first, the price variable has no effect on purchasing decisions for Umrah travel agency services. The results of this research are in line with research conducted by Prilano et al., (2020) which states that price has no effect on purchasing decisions. In this study, the reason why price does not influence purchasing decisions could be because the majority of respondents are aged 36-45 years and have an income of IDR 5,100,000-IDR 10,000,000, which can be said to be due to their age and income, they have a fairly stable economic condition so that respondents do not pay too much attention to the price aspect in the process of purchasing Umrah travel agency services.

Second, the perceived value variable has no influence on the decision to purchase Umrah travel agency services. The results of this research are not in line with research by Hanasyha (2018) and Suryani et al (2022) which states that perceived value has a significant effect on purchasing decisions. The higher the perceived benefits, the more it will influence a person's decision to make a purchase. However, the research is in line with Suryani et al., (2022), Yaputra (2020); and Juliana et al (2024).

Third, promotional variables influence the decision to purchase Umrah travel agency services. This means that every 1% increase in promotion will increase purchasing decisions for Umrah travel agency services by 66.5%. The influence of promotions on purchasing decisions has a large influence with an f square value of 0.446. This research is in line with Ernawati (2019); Monoarfa et al. (2023) and Tajudin and Mulazid (2017).

Fourth, the religiosity variable influences the decision to purchase Umrah travel agency services. This means that every 1% increase in religiosity will increase the decision to purchase Umrah travel agency services by 9.1%. The f square value of religiosity on purchasing decisions is moderate, namely 0.024. This research is in line with Juliana et al, (2022b); Al Qorni et al., (2020); Muflih & Juliana (2021); Santosa and Rizaldy (2022).

Fifth, the celebrity endorser variable influences purchasing decisions. This means that every 1% increase in celebrity endorsers will increase purchasing decisions for Umrah travel agency services by 14.6%. The f square value of celebrity endorsers on purchasing decisions is 0.022. This research is in line with Wang & Ngamsiriudom (2017); Lili et al., (2022); Cheah et al., (2019); Yunita et al., (2021); Annissa and Paramita (2021); Nabilah and Anggrainie (2022); Lestari and Wahyono (2021); Juliana et al, (2022a) stated that there is a strong influence between celebrity endorsers on purchasing decisions.

Sixth, the celebrity endorser variable is not able to mediate the price variable on purchasing decisions for Umrah travel agency services. The f square value of price on purchasing decisions with celebrity endorsers as mediation has a small influence with an f square value of 0.007.

Seventh, the celebrity endorser variable is not able to mediate the perceived value variable on purchasing decisions for Umrah travel agency services. The value of f square

perceived value on purchasing decisions with celebrity endorsers as mediation has a small influence with an f square value of 0.020.

Eighth, the celebrity endorser variable is able to mediate the promotion variable on purchasing decisions to purchase Umrah travel agency services. This means that every 1% increase in Celebrity Endoser will increase the influence of promotions on purchasing decisions to purchase Umrah travel agency services by 12%. The influence of promotions on purchasing decisions with celebrity endorsers as mediation has a large influence with an f square value of 1.855. This research is in line with Sucisanjiwani & Yudhistira (2023) who stated that there is a strong influence between promotions and purchasing decisions with celebrity endorsers as the intervening variable.

Ninth, the celebrity endorser variable is not able to mediate the religiosity variable on purchasing decisions for Umrah travel agency services. The f square value of religiosity on purchasing decisions with celebrity endorsers as mediation has a moderate influence with an f square value of 0.052. This research is not in line with Halder et al, (2021); Lili et al, (2022) and Van et al., (2013) stated that there was an influence.

The theoretical implication of the results of this research is that research regarding purchasing decisions for Umrah travel agency services using the theory of Kotler and Armstrong (2018) is very interesting. Therefore, this research is a contribution in developing understanding of Islamic economics, especially in the field of Umrah business. Apart from that, this research can be a reference for further research that wants to explore similar discussions. This research provides an overview of the influence of price, perceived value, promotion, religiosity, and celebrity endorsers on purchasing decisions for Umrah travel agency services in DKI Jakarta.

With practical implications, this research can be a consideration for interested parties such as Umrah Travel Organizers (PPIU), the Association of Umrah and Hajj Organizers (HIMPUH), the Ministry of Religion, and other parties. So that it can be used as consideration for developing policies to improve strategies and increase people's decisions to carry out Umrah through Umrah travel agencies

Another implication of this research is that the price variable is not the main factor in determining purchasing decisions for Umrah travel agents, either directly or indirectly. However, it should be noted that the price variable is a determining factor for some respondents in their decision to purchase Umrah travel agency services.

Then the perceived value variable is not the main factor in determining the decision to purchase an Umrah travel agency, either directly or indirectly. However, it should be noted that the respondent's perceived value variable is also a determining factor in the decision to purchase Umrah travel agency services.

The celebrity endorser variable is seen as a very influential factor in the decision process for purchasing Umrah travel agency services, both directly and indirectly. So it is important for travel agencies to pay attention to the selection of endorsers because they greatly influence the decision to purchase Umrah travel agency services.

Apart from that, the religiosity variable is a very influential factor in the decision process to purchase Umrah travel agency services both directly and indirectly. So in this case the level of a respondent's belief in God greatly influences the decision to purchase Umrah travel agency services.

Lastly, promotions carried out by Umrah travel agencies are a very influential factor in the decision process for purchasing Umrah travel agency services. So it is important for travel agencies to carry out promotional activities well because it really influences consumers' decisions to purchase Umrah travel agency services.

Theoretical and Managerial Implications

Theoretical Implications

This study contributes to the development of consumer behavior and Islamic marketing literature, particularly in the context of Umrah travel agency services. First, this research enriches the existing literature by empirically examining the simultaneous influence of price, perceived value, promotion, religiosity, and celebrity endorsers on purchasing decisions in the religious tourism sector. Previous studies generally examined these variables separately, while this study integrates them into a comprehensive framework.

Second, this study extends the understanding of celebrity endorsers by positioning them not only as direct predictors of purchasing decisions but also as intervening variables. The findings reveal that celebrity endorsers are able to mediate the relationship between promotion and purchasing decisions, but are unable to mediate the relationships between price, perceived value, religiosity, and purchasing decisions. This finding provides a more nuanced understanding of the role of celebrity endorsers in Islamic service marketing contexts.

Third, this study also contributes to the literature on religiosity and consumer behavior by confirming that religiosity remains an important determinant in influencing purchasing decisions for Umrah travel services. The findings strengthen the argument that religious values continue to shape Muslim consumer decision-making, particularly in services closely related to religious obligations and spiritual experiences.

Managerial Implications

The findings of this study provide several practical implications for Umrah travel agencies and related stakeholders. First, promotion was found to have the strongest influence on purchasing decisions. Therefore, Umrah travel agencies should intensify promotional strategies through digital marketing, social media campaigns, and personalized promotional programs targeting potential pilgrims, especially middle-aged consumers.

Second, the significant role of celebrity endorsers indicates that travel agencies should carefully select endorsers who possess credibility, religious image, public trust, and strong communication abilities. Religious figures, Muslim influencers, and

respected public personalities may be more effective in building consumer trust and influencing purchasing decisions for Umrah services.

Third, religiosity also plays an important role in purchasing decisions. Therefore, marketing communication strategies should emphasize spiritual values, religious benefits, service transparency, and trustworthiness to strengthen consumers' confidence in selecting Umrah travel agencies.

Finally, since price and perceived value were found to have insignificant effects, Umrah travel agencies should not rely solely on competitive pricing strategies. Instead, agencies should focus on building trust, strengthening promotional effectiveness, and enhancing service credibility to attract potential consumers.

5. CONCLUSION

Based on the research results, it shows that the price and perceived value variables do not influence the decision to purchase Umrah travel agency services. Meanwhile, the variables celebrity endorser, religiosity and promotion have a positive effect on purchasing decisions for Umrah travel agency services.

Other findings show thatThe celebrity endorser variable does not mediate the price, perceived value and religiosity variables on purchasing decisions. Meanwhile, the celebrity endorser variable mediates the promotion variable on purchasing decisions for Umrah travel agency services. This shows that the presence of celebrities is not enough to have an influence on prices and perceived value or consumers' perceptions of Umrah travel agency products. Consumers also do not really perceive the product or price package for the Umrah they choose. However, if celebrity is matched with promotional variables, it will have a significant impact on someone's decision to choose Umrah travel.

In this research, there are several limitations faced by the author, including:

1. For Umrah travel agency entrepreneurs, researchers highly recommend that celebrity endorsers be used by Umrah travel agencies to increase sales. Because based on the results of this research, the use of celebrity endorsers greatly influences respondents' decisions to purchase Umrah travel agency services.
2. For Umrah travel agency entrepreneurs, apart from using celebrity endorsers, researchers also recommend that Umrah travel agencies make good use of promotional tools by targeting the male segmentation aged 36-45 years. Because based on the results of this research, promotion of the characteristics of these respondents has proven to be effective in influencing respondents in purchasing Umrah travel agency services.

It is recommended for future researchers to add research variations by using variables such as product quality, brand image, service quality, subjective norms and other variables that have previously been proven to influence purchasing decisions.

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