

## **ABSTRACT**

*After the end of the Covid-19 pandemic, the world economy began to show signs of improvement with economic growth in various countries. The economic growth then triggered business development in Indonesia which occurred in various sectors, including the tourism and service sectors such as Hajj and Umrah travel agency companies. With such high competition, Umrah travel organizers need an appropriate way to compete. One of the efforts that can be carried out to compete is to improve the quality of marketing. In obtaining consumers, one of the crucial aspects to keep in mind is the buying interest of Umrah pilgrims, because it can play a role in the success of the Umrah travel agency business. One of the aspects that have an impact on buying interest is service quality, including the customer service section or more commonly referred to as customer service and verbal word of mouth communication or commonly referred to as word of mouth.*

*Al Aziziah Tour and Travel is an official organizer of the Umrah pilgrimage that has joined the Serikat Penyelenggara Umrah dan Haji Indonesia (SAPUHI) and is registered with the Ministry of Religion under number 235/2016. The Saudi Arabian General Authority for Statistics stated that there was a surge in the number of Umrah pilgrims in 2022 after the end of the Covid-19 pandemic, which was indicated by the increased enthusiasm of the public towards the reopening of Hajj and Umrah activities.*

*This study was conducted to determine the effect of customer service and word of mouth on consumer purchase intention of Al Aziziah Tour and Travel. The study used two or more variables and employed a quantitative method with a descriptive causal research design. Sampling was done using nonprobability sampling with 325 respondents. The data analysis techniques used were descriptive analysis, classical assumption test, simple linear regression analysis, hypothesis testing, coefficient of determination test, and multiple linear regression analysis.*

*SPSS Version 23 software was used to process the data. The results showed that the customer service variable had a positive and significant effect on purchase intention with a significance value of  $0.000 < 0.05$  and a  $t$ -value of  $7.122 > t$ -table  $1.967$ . The word of mouth variable had a positive and significant effect on purchase intention with a significance value of  $0.000 < 0.05$  and a  $t$ -value of  $7.435 > t$ -table  $1.967$ . Simultaneously, the customer service and word of mouth variables had a significant effect on purchase intention with a significance value of  $0.000 < 0.05$  and an  $F$ -value of  $171.302 > F$ -table  $3.0237$ . The influence of the independent variables word of mouth and customer service simultaneously was  $51.6\%$ , while the remaining  $48.4\%$  was influenced by other factors that were not examined in this study.*

**Keywords:** *Al Aziziah, customer service, purchase intention, word of mouth.*