

ABSTRACT

The Role of Push and Pull Factors from a Digital Marketing Perspective in Influencing the Tourist Behavior Intention of Umrah Pilgrims

The limited quota for Hajj and the extended waiting period have driven a growing interest among Indonesian Muslims in performing Umrah. In 2023, over 1.4 million Indonesians undertook Umrah through more than 2,800 licensed Umrah Travel Operators (PPIU). This study aims to analyze the influence of digital Umrah content on pilgrims' behavioral intentions. It integrates the Theory of Planned Behavior (TPB), Expectation-Confirmation Theory (ECT), and the Stimulus–Organism–Response (S-O-R) framework to examine the effects of Tourist Destination Online Content (TDOC) perceptions, motivational drivers (Push Factors), destination attributes (Pull Factors), satisfaction (SS), and digital marketing interaction (DMI) on Tourist Behavioral Intention (TBI). A quantitative approach was employed using Partial Least Squares Structural Equation Modeling (PLS-SEM) on data collected via an online questionnaire from 384 respondents aged 17 and above. The findings indicate that TDOC perception has a significant positive impact on Push Factors, Pull Factors, Satisfaction, and Digital Marketing Interaction. Furthermore, Push Factors and DMI significantly influence TBI. However, Pull Factors and Satisfaction do not exhibit a significant effect and do not mediate the relationship between TDOC and TBI. In contrast, Push Factors and DMI do mediate the influence of TDOC on TBI. This study highlights the critical roles of spiritual motivation and digital interaction in shaping pilgrims' behavioral intentions toward Umrah.

Keywords : *Religious Tourism, Umrah Pilgrimage, Digital Marketing, Tourist Behavior Intention, Tourist Destination Online Content (TDOC)*