



UNIVERSITAS ANDALAS

THESIS

**THE EFFECT OF SOURCE CREDIBILITY, EWOM AND PERCEIVED
VALUE ON UMRAH PLUS PACKAGE PURCHASE INTENTION
AMONG GEN Y IN PADANG CITY**

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ABSTRACT

This study examines the effects of Source Credibility, Electronic Word of Mouth (eWOM), and Perceived Value on Purchase Intention toward Umrah Plus travel packages among Generation Y in Padang City. Grounded in Consumer Behavior Theory, this study explains that consumers develop purchase intention through information search, information evaluation, and value assessment. A quantitative research approach was employed using purposive sampling. Data were collected through an online questionnaire from 220 respondents who met the predetermined screening criteria and were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.1. The results indicate that Source Credibility, Electronic Word of Mouth (eWOM), and Perceived Value each have a positive and significant effect on Purchase Intention. Among these variables, Electronic Word of Mouth has the strongest influence, followed by Perceived Value and Source Credibility. The structural model explains 65% of the variance in Purchase Intention, indicating moderate explanatory power. These findings suggest that consumers are more likely to purchase Umrah Plus travel packages when they receive credible information, positive online reviews, and perceive greater value from the offered services. Therefore, Umrah travel agencies should strengthen information credibility, encourage positive electronic word of mouth, and continuously enhance the value of their Umrah Plus packages to increase consumers' purchase intention.

Keywords: *Source Credibility, Electronic Word of Mouth (eWOM), Perceived Value, Purchase Intention, Umrah Plus.*

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