

Marketing Strategy of Umrah Pilgrimage Travel Organizer (PPIU) PT. Nur Haramain Mulia Towards Competitive Advantage

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Abstract:

There is a lot of competition in the business sector, and many companies are vying for a better position in order to make more money. Creating high value for customers is the main goal of competition. One strategy to affect buying decisions is to use a marketing mix. Responsibility, awareness, agility, professionalism, friendliness, and kindness are some of the qualities that all marketing professionals need to focus on. The nature of this field study is descriptive and qualitative. To set itself apart from other businesses, PT. Nur Haramain Mulia employs a special marketing approach for Umrah Travel Organisers (PPIU). Regular Umrah package rates range from 25 million to 31 million rupiah, and PT. Nur Haramain Mulia offers yearly promotions to clients who wish to register. This study demonstrates that PT. Nur Haramain Mulia Kota Kraksaan's marketing strategy offers services to the congregation beginning with the rights and amenities that the congregation ought to have, including passports, visas, transportation, logistics, and lodging in the most convenient manner for the congregation by delivering the ball to their homes to streamline the registration process. At PT. Nur Haramain Mulia, supporting and impeding elements are as follows: 1. Support for collaborative package construction with several branches. 2. Marketing appealing agency packages on social media. 3. After registering with the immigration authorities, you are able to use your Easy Passport in the given circumstances. 4. Assemble a proficient group that is segmented based on their individual locales. The development of small, inexperienced organisations that provide low-cost packages is a deterrent that could harm Umrah's reputation.

Keywords: *Marketing Strategy, Umrah Travel Organizer (PPIU), Marketing Mix*

Abstrak:

Persaingan di sektor bisnis sangat ketat, dan banyak perusahaan berlomba-lomba untuk mendapatkan posisi yang lebih baik guna menghasilkan lebih banyak uang. Menciptakan nilai tinggi bagi pelanggan adalah tujuan utama persaingan. Salah satu strategi untuk memengaruhi keputusan pembelian adalah dengan menggunakan bauran pemasaran. Tanggung jawab, kesadaran, ketangkasan, profesionalisme, keramahan, dan kebaikan adalah beberapa kualitas yang perlu difokuskan oleh semua profesional pemasaran. Sifat studi lapangan ini adalah deskriptif dan kualitatif.

Untuk membedakan diri dari bisnis lain, PT. Nur Haramain Mulia menerapkan pendekatan pemasaran khusus untuk Penyelenggara Perjalanan Umrah (PPIU). Tarif paket Umrah reguler berkisar antara 25 juta hingga 31 juta rupiah, dan PT. Nur Haramain Mulia menawarkan promosi tahunan kepada klien yang ingin mendaftar. Studi ini menunjukkan bahwa strategi pemasaran PT. Nur Haramain Mulia Kota Kraksaan menawarkan layanan kepada jamaah mulai dari hak dan fasilitas yang seharusnya dimiliki jamaah, termasuk paspor, visa, transportasi, logistik, dan penginapan dengan cara yang paling nyaman bagi jamaah dengan mengantarkan paket ke rumah mereka untuk menyederhanakan proses pendaftaran. Di PT. Nur Haramain Mulia, unsur-unsur pendukung dan penghambatnya adalah sebagai berikut: 1. Dukungan untuk pembangunan paket kolaboratif dengan beberapa cabang. 2. Pemasaran paket agen yang menarik di media sosial. 3. Setelah mendaftar ke otoritas imigrasi, Anda dapat menggunakan Easy Passport Anda dalam keadaan tertentu. 4. Membentuk kelompok profesional yang tersegmentasi berdasarkan lokasi masing-masing. Perkembangan organisasi kecil dan tidak berpengalaman yang menawarkan paket murah merupakan penghalang yang dapat merusak reputasi Umrah.

Kata Kunci: *Strategi Pemasaran, Penyelenggara Perjalanan Umrah (PPIU), Bauran Pemasaran*

INTRODUCTION

Competition in the business world is increasingly fierce, leading many companies to compete for a competitive edge with the goal of profit. A sound competitive strategy will significantly impact a competitive position and ensure a company remains competitive (Safitri, 2024). This is also linked to the increasing number of Hajj and Umrah pilgrimages. In fact, several Islamic banks in various regions in Indonesia have incorporated Hajj and Umrah travel agencies into their marketing plans. As a result, these travel agencies will compete with other general travel agencies. Therefore, it is imperative for a company to implement an appropriate marketing strategy to achieve its goals (Bunghez, 2020). A marketing strategy is a plan consisting of various marketing actions designed to achieve maximum results (Munikrishnan, & Mamun, 2021).

Every Muslim desires to perfect their religious obligations, as every commandment carried out by Muslims is contained in the five pillars of Islam and the five pillars of faith (Agarwal, et al, 2022). One of the five pillars of Islam is the Hajj. Hajj and Umrah are highly prioritized acts of worship in Islam (Huang, et al, 2020). This priority does not come easily because this form of worship requires sacrifice, both financially and physically. Not everyone is able to carry it out (Laode et al., 2022). This is as implied in the words of Allah Ali 'Imran · Ayat 97:

﴿الْعَلَمِينَ عَنِ غَيْبِ اللَّهِ فَإِنَّ اللَّهَ فَانَّ كَفَرَ وَمَنْ سَبِيلًا إِلَيْهِ اسْتَطَاعَ مِنَ الْبَيْتِ جِئُ النَّاسِ عَلَى وَ اللَّهِ

Meaning: "Performing the Hajj is a human obligation towards Allah, namely for those who are able to make the journey to the Baitullah, then indeed Allah is All-Sufficient (does not need anything) from the universe" (QS: Ali Imran: 97).

The verse above contains an indication that Allah commands Muslims to perform the Hajj and Umrah perfectly only for Allah (Labanauskaitė, et al, 2020). Because the Hajj and Umrah pilgrimages are an absolute obligation for Muslims

who are capable in terms of material, physical and mental aspects (Lutfiyah, 2022). Hajj and Umrah are obligatory acts of worship for every capable Muslim. Because Hajj is an obligation, every person who is capable of not doing it is sinning and if he does he will get a reward. Hajj is only required once in a lifetime (Lv, et al, 2020).

This means that someone who has performed the first Hajj has completed his obligations (Demir, & Demir, 2023). The second, third, fourth and so on Hajj is a sunnah worship. The definition of Hajj according to language is to intend something that is glorified. The definition of Hajj in terms is special work that is done on time (Herman et al, 2019). In the book "Fiqh al-Hajj", the term "al-qasd", which means "desire" or "desire", is used to explain the meaning of Hajj, which according to Sharia means the desire to visit Baitullah al-Haram to perform worship as an obligation to Allah's command. However, Umrah is a visit to the Kaaba to perform several acts of worship with certain requirements.

Generally, Muslims in Indonesia perform the Hajj and Umrah pilgrimages to the Grand Mosque in Mecca through Hajj and Umrah travel agencies located throughout the country (Othman, et al, 2021). The numerous options available create intense competition, resulting in a variety of packages and prices (González-Torres, et al, 2021). Therefore, implementing a marketing strategy is key to a company's competitiveness. An organization's success in winning the competition is determined by strategy (Toubes, et al, 2021).

Strategy is the effort of individuals and elements within an organization to develop skills and utilize resources appropriately within the work environment (Tjiptono Fandy, 2012). Kotler states that marketing strategy is a solution for handling activities related to products and services (Philip, 2008). The marketing strategy implemented by PT. Nur Haramain Mulia is a solution to address challenges in achieving competitiveness in marketing Hajj and Umrah packages. The public must be careful, selective, and critical when choosing a travel agency, as fraud is not uncommon in the Hajj and Umrah travel sector.

In previous studies there are several related to the discussion of the journal including, Rizalin, (2018) on "Legal Protection of Consumers Using Travel Agency Services". Which uses qualitative research methods. Nasrun, (2020) discusses "Analysis of Marketing and Service Strategies in Efforts to Improve the Quality of Competitiveness of Hajj and Umrah Travel Agencies in Prospective Sharia Economics (Study at PT. Makkah Multazam Safir and Al Madinah)". Asyraf, (2018) discusses "Assessing the effects of service quality on customer satisfaction".

RESEARCH METHOD

This study employed a qualitative approach. Three methods were used for primary data collection: interviews, observation, and documentation (Kapoor, & Kapoor, 2021). The data sources were employees and parties involved in marketing Hajj and Umrah packages (Mariani, et al, 2021). This study obtained primary data on marketing strategies to increase public appeal at PT. Haramain Mulia.

Secondary data sources were obtained from existing sources through documentation. Data collection techniques included observation, interviews, and documentation (Polydoropoulou, et al, 2020). Observation is a complex process comprising various biological and psychological processes, the two most important of which are observation and memory (Sugiyono, 2022).

FINDINGS AND DISCUSSION

Findings

Based on the results of observations, interviews, and documentation, this study found that PT. Nur Haramain Mulia implemented a marketing strategy oriented toward service quality, convenience, and trust building in order to strengthen its competitive advantage in the Umrah travel market. The findings show that the company does not only offer Umrah packages as a product, but also emphasizes comprehensive services to the pilgrims starting from the registration process until departure.

First, in terms of product, PT. Nur Haramain Mulia provides regular Umrah packages with facilities that meet the needs of pilgrims, including passport processing, visa arrangements, transportation, accommodation, and logistical support. This complete service package becomes an important value proposition because pilgrims generally expect a practical, safe, and comfortable pilgrimage process.

Second, in terms of price, the company offers regular Umrah packages ranging from IDR 25,000,000 to IDR 31,000,000. This pricing is adjusted to the facilities and services received by the pilgrims. In addition, PT. Nur Haramain Mulia also provides annual promotional programs to attract prospective pilgrims and maintain customer interest.

Third, from the aspect of place/distribution, the company applies a convenient service approach by delivering registration documents and package-related needs directly to the pilgrims' homes. This strategy simplifies the registration process, especially for prospective pilgrims who have limited time, mobility, or access to the company office.

Fourth, in terms of promotion, PT. Nur Haramain Mulia actively utilizes social media to market attractive Umrah agency packages. Social media functions not only as a promotional medium but also as an information and communication channel to build closer relationships with prospective pilgrims.

Fifth, in terms of people, PT. Nur Haramain Mulia prioritizes responsibility, alertness, agility, professionalism, friendliness, and courtesy in serving pilgrims. These values are reflected in the way the staff communicate, assist with administrative processes, and respond to the needs of pilgrims. The company also forms professional teams segmented by their respective regional areas to improve service effectiveness and market reach.

In addition, this research identified several supporting factors for the company's marketing strategy, namely:

Table : 1 Company's Marketing Strategy

1. Support for collaborative package development with several branches.
2. Attractive marketing of agency packages through social media.
3. Ease of passport processing under certain conditions after registration with immigration authorities.
4. The formation of professional teams segmented by regional locations.
5. Support for collaborative package development with several branches.

Meanwhile, the main inhibiting factor is the emergence of small and inexperienced travel businesses that offer low-priced packages. This condition creates unfair competition and can reduce public trust in Umrah travel agencies in general, especially when low prices are not accompanied by service quality and legal certainty.

Discussion



Figure 1 : PT Haramain Marketing Strategy

The findings indicate that PT. Nur Haramain Mulia's marketing strategy is closely related to the concept of the marketing mix, particularly product, price, place, promotion, and people (Elgammal et al, 2022). The company's strength lies in its ability to combine tangible service offerings with intangible values such as convenience, trust, and personal attention (McElroy, 2015).

From the product perspective, the company does not merely sell an Umrah package, but offers an integrated religious travel service (Qurashi, 2017). In service marketing, a product is not limited to the physical form, but includes the overall benefits received by customers (Almuhzzi, & Alsawafi, 2017). The provision of passports, visas, transportation, accommodation, and logistics shows that PT. Nur Haramain Mulia understands the needs of pilgrims as service users who require certainty, comfort, and assistance throughout the pilgrimage process. This strengthens the company's differentiation compared to competitors that may only focus on price competition (Hassan, et al, 2016).

From the price aspect, the package range of IDR 25,000,000 to IDR 31,000,000 reflects a market-oriented pricing strategy while still considering service quality (Mahmad, et al, 2021). In the Umrah travel business, price is one of the main considerations for consumers (Mursid, & Wu, 2022). However, this study shows that competitive advantage is not built solely on low prices, but on

the balance between price and benefits received (Md Nor, et al, 2020). Annual promotions also function as a tactical effort to attract prospective pilgrims without reducing the perceived value of the service (Eid, & El-Gohary, 2015).

From the place perspective, the practice of delivering documents and package requirements directly to pilgrims' homes reflects service innovation (Mujiatun, et al, 2023). This strategy creates convenience and efficiency, which are highly relevant in service businesses (Marlinda, et al, 2023). For many pilgrims, especially those who are elderly or have limited time, easy access to services is an important consideration in choosing an Umrah travel agency (Alshaibi, 2024). Therefore, the direct-service approach strengthens customer satisfaction and loyalty.

From the promotion perspective, the use of social media demonstrates that PT. Nur Haramain Mulia adapts to the development of digital marketing. Social media enables the company to reach a wider market, communicate package information quickly, and build public perceptions regarding the credibility of the company (Rahman, et al, 2017). In highly competitive industries, promotional strategies through digital platforms become increasingly important because they are more flexible, efficient, and interactive (Moshin, et al, 2020).

The people aspect is also a significant element in this study. The emphasis on responsibility, professionalism, friendliness, and agility confirms that human resources are central to service marketing success (Triantoro, et al, 2023). In Umrah travel services, customers are not only buying travel packages, but also trust and peace of mind in carrying out worship. Therefore, the quality of interaction between staff and pilgrims strongly influences the company's image and competitive advantage (Fatmawatie, & Endri, 2022).

The supporting factors found in this study further reinforce the effectiveness of the company's marketing strategy (Lücking, 2021). Collaboration with branches expands market reach and service capacity (Muslim, & Harun, 2022). Social media marketing increases visibility and consumer interest. Ease of administrative processing adds practical value for pilgrims. Regional team segmentation also makes marketing more targeted and responsive to the characteristics of local communities (Astuti, et al, 2024).

However, the existence of small and inexperienced businesses offering cheaper packages remains a serious challenge (Alammash, et al, 2021). Low-price competition often attracts consumers who are highly price-sensitive, even though the quality and legality of the services offered may be questionable. This condition can create negative perceptions toward the Umrah travel industry as a whole when problems occur. Therefore, PT. Nur Haramain Mulia needs to continuously strengthen its branding as a trustworthy, professional, and service-oriented Umrah travel organizer.

Overall, the findings of this study show that PT. Nur Haramain Mulia's competitive advantage is formed not only by the package offered, but also by service convenience, employee professionalism, promotional adaptability, and the ability to build trust among pilgrims. This confirms that in the Umrah travel service industry, competitive advantage is strongly influenced by the

company's ability to integrate marketing mix elements into a customer-oriented strategy.

CONCLUSION

This study concludes that the marketing strategy implemented by PT. Nur Haramain Mulia plays an important role in creating competitive advantage in the Umrah travel service industry. The company applies a marketing mix strategy by emphasizing product completeness, competitive pricing, service convenience, digital promotion, and the quality of human resources. The services offered include the management of passports, visas, transportation, logistics, and accommodation, which are designed to provide convenience and comfort for pilgrims throughout the registration and departure process. This comprehensive service is one of the company's main strengths in attracting public interest. The package prices, which range from IDR 25,000,000 to IDR 31,000,000, are also supported by annual promotional programs that help maintain customer interest and expand market reach. These points are all consistent with the abstract and study focus in the uploaded manuscript.

Furthermore, this research shows that PT. Nur Haramain Mulia's competitive advantage is strengthened by several supporting factors, namely collaboration in package development with several branches, attractive social media marketing, convenience in passport processing under certain conditions, and the formation of professional teams segmented by region. At the same time, the company also faces inhibiting factors, especially the emergence of small and inexperienced travel businesses that offer low-cost packages, which may damage public trust and the reputation of Umrah services more broadly. Therefore, PT. Nur Haramain Mulia needs to continuously strengthen its service quality, professionalism, and public trust in order to remain competitive in an increasingly crowded market. Overall, this study confirms that success in the Umrah travel business is not determined only by price, but also by the company's ability to integrate marketing mix elements into customer-oriented, trustworthy, and high-quality service strategies.

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