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## IMPLEMENTATION OF SHARIA MARKETING MANAGEMENT IN IMPROVING THE QUALITY OF UMRAH SERVICES

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### Abstract :

This study aims to analyze the implementation of sharia marketing management in improving the quality of umrah services at PT Nur Haramain Mulia. The research method used is descriptive qualitative with a case study approach. Data were collected through in-depth interviews, observations, and documentation of leaders, staff, and Umrah pilgrims. The results showed that the application of Sharia principles such as shiddiq (honesty), amanah (trust), fathanah (intelligence), and tabligh (transparency) in marketing activities was able to increase the trust and satisfaction of pilgrims. The implementation of management functions—planning, organizing, executing, and supervising—is integrated with Islamic values that emphasize ethics and spiritual responsibility. As a result, service quality has improved significantly, as reflected in an increase in the number of pilgrims, a positive company image, and customer loyalty. These findings confirm that sharia marketing management can be an effective strategy to strengthen the competitiveness and sustainability of umrah travel agencies in Indonesia.

**Keywords :** *sharia marketing management, service quality, umrah agencies, PT Nur Haramain Mulia*

### Abstrak :

Penelitian ini bertujuan untuk menganalisis implementasi manajemen pemasaran syariah dalam meningkatkan kualitas layanan ibadah umrah di PT Nur Haramain Mulia. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan pendekatan studi kasus. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi terhadap pimpinan, staf, serta jamaah umrah. Hasil penelitian menunjukkan bahwa penerapan prinsip-prinsip syariah seperti shiddiq (kejujuran), amanah (kepercayaan), fathanah (kecerdasan), dan tabligh (transparansi) dalam kegiatan pemasaran mampu meningkatkan kepercayaan dan kepuasan jamaah. Implementasi fungsi manajemen—perencanaan, pengorganisasian, pelaksanaan, dan pengawasan—terintegrasi dengan nilai-nilai Islam yang menekankan etika dan tanggung jawab spiritual. Dampaknya, kualitas pelayanan meningkat secara signifikan, tercermin dari peningkatan jumlah jamaah, citra positif perusahaan, dan loyalitas pelanggan. Temuan ini menegaskan bahwa manajemen pemasaran syariah dapat menjadi strategi efektif untuk memperkuat daya saing dan keberlanjutan biro perjalanan umrah di Indonesia.

**Kata Kunci:** *manajemen pemasaran syariah, kualitas layanan, biro umrah, PT Nur Haramain Mulia*

## INTRODUCTION

In the service industry, the success of an organization greatly depends on the quality of service and the effectiveness of the marketing management applied. Marketing management is not merely a promotional or sales activity, but rather a process of applying knowledge and art to plan, implement, and coordinate marketing activities in order to achieve company goals and customer satisfaction (Agustina, 2021). In the context of organizing the Umrah pilgrimage, good service management is key to maintaining the trust and satisfaction of pilgrims, because the success of an Umrah travel agency is not only measured by the number of pilgrims, but also by the spiritual experience and comfort of the service they feel during the pilgrimage process.

However, in practice, the umrah travel industry in Indonesia is often marred by various problems such as fraud by unscrupulous travel agents, lack of transparency in fund management, and weak supervision systems (Rifa'i, 2021). This phenomenon has reduced public trust in umrah service agencies and demands the application of more professional, accountable management principles that are in accordance with sharia values. Therefore, the application of sharia marketing management is very important in ensuring fairness, honesty, and responsibility between service providers and pilgrims.

Increasingly fierce competition among umrah travel agencies also encourages each company to have an effective and value-oriented marketing strategy. In this case, sharia marketing strategies emphasize the importance of ethics, transparency, and fair and quality service (Farida, 2021). The quality of service can be measured through five main dimensions, namely tangible, reliability, responsiveness, assurance, and empathy (Rifa & Pd, 2021). The application of these dimensions is expected to create sustainable pilgrim satisfaction.

PT Nur Haramain Mulia, as one of the umrah service agencies in Indonesia, strives to apply sharia principles in every aspect of its services, from cost transparency and pilgrim guidance to departure to the Holy Land. In an effort to improve service quality, companies need to reorganize their management systems and marketing strategies in order to face competition and strengthen their image in the eyes of the public (Zairina, 2021).

A strategic approach can be taken through SWOT analysis to identify strengths, weaknesses, opportunities, and threats in the provision of umrah services (Putra, 2020). The results of this analysis are used to formulate a sharia marketing strategy that is oriented towards the needs of pilgrims and Islamic values. An effective marketing strategy not only considers cost and target market aspects, but must also be based on the principles of blessing, honesty, and trust as taught in Islam (Rambe & Aslami, 2022).

In this context, this study aims to analyze the implementation of sharia marketing management at PT Nur Haramain Mulia and its impact on improving the quality of umrah services. Through this case study, it is hoped that a deeper understanding of sharia-based management practices can be obtained, which are not only oriented towards business profits but also prioritize spiritual values and moral responsibility towards pilgrims.

## RESEARCH METHOD

This study uses a descriptive qualitative approach with a case study method, which aims to gain an in-depth understanding of the implementation of sharia marketing management in improving the quality of umrah services at PT Nur Haramain Mulia. This approach was chosen because it allows researchers to explore social phenomena holistically based on real experiences in the field (Creswell, 2014; Moleong, 2017). The research informants consisted of company leaders, marketing staff, pilgrim service officers, and Umrah pilgrims who had used the company's services. Informants were selected using purposive sampling, which is selecting informants who are considered to have in-depth knowledge of marketing strategies and the implementation of sharia values in services (Sugiyono, 2019). Types and Sources of Data Primary data was obtained through in-depth interviews and direct observation of service activities and marketing activities. Secondary data was obtained from internal company documents such as promotional brochures, activity reports, service records, and academic literature related to sharia marketing and service management. Data was collected using three main techniques, namely: In-depth interviews with leaders and staff to understand the Islamic marketing strategies implemented. Participatory observation, conducted to directly observe the process of serving pilgrims, from registration to departure. Documentation studies, in the form of collecting company documents and archives as supporting evidence for field findings.

## **FINDINGS AND DISCUSSION**

### **Implementation of Sharia Marketing Management at PT Nur Haramain Mulia**

Sharia marketing management at PT Nur Haramain Mulia is implemented through the principles of shiddiq (honesty), amanah (trust), fathanah (intelligence), and tabligh (transparency of information) in all aspects of service to the congregation. This implementation covers four management functions: planning, organizing, executing, and supervising, which are in line with the principles of Islamic business ethics.

At the planning stage, the company develops strategies by identifying the needs of pilgrims, determining target markets, and designing various umrah packages such as regular, VIP, and economy packages. Planning activities also include training for service staff and worship guides so that they are able to provide professional services in accordance with sharia values. This approach reflects the value of Rabbaniyyah, namely the awareness that all business activities are a form of devotion to Allah SWT and not merely for profit. This is in line with Kartajaya's (2017) view that sharia marketing places spirituality at the core of business strategy.

In terms of organization, PT Nur Haramain Mulia has an adequate organizational structure with a division of responsibilities between the marketing, administration, worship guidance, and field service departments. This division of labor ensures that each department focuses on performing tasks according to their respective expertise. The implementation of organizational functions is based on the value of Al-Insaniyyah (humanity), which is treating employees fairly and appreciating their contributions, thereby positively impacting work enthusiasm and the quality of interaction between staff and congregants.

The marketing strategy is implemented through honest and transparent promotion, both offline through brochures and banners, and online using social media and the company's official website. In its service practices, the company emphasizes the value of Akhlaqiyyah (ethics) by providing intensive assistance to congregants from the time of registration until their return to their homeland. Each worship program is accompanied by ongoing guidance on rituals and spiritual education, so that pilgrims not only obtain comfort in worship but also an increased understanding of religion. This is in line with the concept of value-based service (Kotler & Keller, 2016), where service quality is determined by the extent to which the company creates spiritual and emotional value for customers.

Supervision is carried out directly by the leadership over the entire service process. Monitoring includes evaluating pilgrim satisfaction, employee performance, and operational compliance with sharia standards and Ministry of Religious Affairs regulations. This supervision demonstrates the application of the value of Amanah, which is to maintain the trust of pilgrims through transparency in costs, facilities, and departure schedules. Interview results show that this strict monitoring system increases pilgrims' trust, which has led to an increase in the number of registrants in the last two departure periods.

### **Sharia-Based Marketing Strategy (Sharia Marketing Mix)**

The implementation of the marketing mix at PT Nur Haramain Mulia is carried out with reference to sharia principles, which include product, price, place, and promotion. The main product offered is umrah pilgrimage services, which include transportation, accommodation, and religious guidance. Product quality is maintained through the selection of comfortable hotels, fixed departure schedules, and transparent contracts in accordance with the murabahah principle in service transactions.

Pricing is determined in a fair and transparent manner. Umrah package prices vary between IDR 30 million and IDR 39 million, adjusted to the facilities received by pilgrims. Price transparency is a key factor that distinguishes PT Nur Haramain Mulia from other travel agencies and strengthens pilgrims' trust in the company.

The strategic location of the office in the Probolinggo area and easy access to information through digital services expand the marketing reach. The online registration system makes it easier for prospective pilgrims to obtain information and register without having to come directly to the office.

Promotions are carried out through social media, pilgrim testimonials, and community religious activities. This strategy is not only sales-oriented but also serves as a means of da'wah that emphasizes honesty and transparency. This approach is in line with the value of Tabligh, which is to convey information correctly and without exaggeration.

### **Impact of Implementation on Service Quality**

The implementation of sharia marketing management has proven to have a positive impact on improving service quality at PT Nur Haramain Mulia. Based on interviews and observations, the improvement in quality can be seen from the increased satisfaction of pilgrims with professional and transparent services. Pilgrims' trust has also increased, as reflected in the increase in new registrants through recommendations from previous pilgrims. Additionally, the company's image in the community has become more positive as a trustworthy and worship-oriented umrah agency.

These results are in line with the findings of Lovelock and Wirtz (2017) that service quality in the service business is influenced by the interaction between service providers and customers. In the context of sharia, this interaction is part of worship that demands ethics and spiritual responsibility. Thus, the application of sharia marketing management not only strengthens the image of the business but also increases the spiritual value and trust of the congregation.

The application of sharia marketing management at PT Nur Haramain Mulia plays an important role in improving the quality of umrah worship services. The company's success lies in its ability to combine modern business strategies with Islamic ethical values such as honesty, responsibility, and professionalism. This model can be a reference for other umrah travel agencies in building a quality service system based on sharia values.

## **CONCLUSION**

The implementation of sharia marketing management at PT Nur Haramain Mulia has been applied comprehensively through four main management functions: planning, organizing, executing, and supervising. All activities are carried out based on Islamic values that emphasize honesty, responsibility, and transparency. The application of the principles of shiddiq, amanah, fathanah, and tabligh has proven to improve the quality of Umrah services and strengthen the relationship of trust between the company and its customers.

In addition, the fair and ethical application of the sharia marketing mix (product, price, place, and promotion) encourages pilgrim satisfaction and improves the company's image as a professional and trustworthy umrah organizer. Thus, sharia marketing management is not only a business instrument but also a means of da'wah that prioritizes spiritual values and blessings in economic activities.

This study suggests that other umrah travel agencies should adopt a similar approach by strengthening human resource training based on Islamic ethics and expanding the use of digital technology to strengthen communication and service to pilgrims.

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