International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Analysis Of Pricing And Promotion Strategies In The Marketing Of Umrah Packages At Asafi Travel Tour Bengkulu

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Abstract

This study aims to analyze the pricing and promotional strategies used in marketing Umrah packages at PT Amanah Safari Internasional (Asafi Tour), Bengkulu Branch. Increasing competition within the Umrah travel industry compels companies to implement effective marketing strategies to enhance competitiveness and increase the number of pilgrims. The study employs a qualitative approach with a descriptive case study design. Informants were selected purposively, comprising the branch manager, administrative staff, technical division personnel, general division staff, and marketing partners. Data were collected through in-depth interviews, observation, and documentation, then analyzed using the interactive model developed by Miles, Huberman, and Saldaña, involving the stages of data reduction, data display, and conclusion drawing. Data validity was verified through source triangulation and technique triangulation. The results indicate that the pricing strategy is formulated based on comprehensive operational cost calculations considering facility quality, changing market conditions, and service sustainability without relying primarily on competitors' prices. Meanwhile, the promotional strategy is implemented through integrated marketing communications utilizing digital media (such as Facebook, Instagram, and WhatsApp) combined with direct promotion via outreach activities, religious gatherings, and partner networks. The synergy between these two strategies has proven effective in boosting public trust, expanding market reach, and contributing to an increase in the number of Umrah pilgrims at Asafi Tour Bengkulu. The study implies that a pricing strategy oriented toward service quality, combined with a promotional strategy that adapts to technological advancements, constitutes a competitive advantage in navigating the competitive landscape of the Umrah travel industry.

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Keywords: Pricing Strategy, Promotional Strategy, Service Marketing, Umrah Packages, Asafi Tour Bengkulu

INTRODUCTION

The service industry in Indonesia is showing an upward trend, driven by the growing public demand for various value-added services including those organizing Hajj and Umrah pilgrimages. This growth is fueled by the increasing awareness among Muslims of the importance of performing Umrah as a means of perfecting their worship of Allah SWT, as outlined in Surah Al-Baqarah, verse 196.

And complete the Hajj and 'Umrah for the sake of Allah. If you are surrounded (blocked by enemies or because of illness), then (slaughter) the victim, which is easy to get, and do not shave your head, before the victim reaches the place of slaughter. If any of you is sick or there is a problem in his head (and he shaves), then it is obligatory on him to perform fid-yah, namely: fasting or giving alms or making sacrifices. If you feel safe, then whoever wants to perform Umrah before the Hajj (in the month of Hajj), (he must slaughter) a sacrifice that is easily available. But if he does not find (the sacrificial animal or is unable to), then fasting for three days during the Hajj is obligatory and seven days (again) when you return home. Those are the ten perfect (days). So it is (the obligation to pay fidyah) for people whose families are not (around) the Grand Mosque (people who are not residents of the city of Mecca). and fear Allah and know that Allah is very severe in punishment.

This surge in public interest has led to an increase in the number of Umrah travel organizers (PPIU) offering various service packages with distinct characteristics, facilities, and marketing strategies. Consequently, the business landscape has become increasingly competitive, requiring travel agencies to devise effective marketing strategies to maintain public trust while simultaneously growing their pilgrim numbers.

From a service marketing perspective, a company's success is determined not only by service quality but also by its ability to implement appropriate marketing strategies. Kotler and Keller (2016) define marketing strategy as the process of creating, communicating, and delivering value to customers through a combination of marketing mix elements. In the Umrah travel industry, pricing and promotion strategies are two critical elements that directly influence the perceptions, trust, and decisions of prospective pilgrims when selecting a travel agency. Price serves as an initial indicator for consumers to assess service quality, while promotion builds image, enhances brand awareness, and assures prospective pilgrims of the organizer's credibility (Lovelock & Wirtz, 2016).

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Pricing in the Umrah travel industry differs significantly from that of tangible products. The price of an Umrah package reflects not only operational costs but also encompasses service quality, provided facilities, the organizer's legal status, the quality of religious guides, and the level of safety and comfort during the pilgrimage. Excessively high prices may dampen public interest, whereas prices that are too low often raise doubts regarding service quality or the agency's legitimacy. Therefore, companies must set prices that are competitive, transparent, and aligned with the target market's purchasing power to foster trust and attract prospective pilgrims (Kotler & Armstrong, 2018).

Beyond pricing, promotion is a marketing instrument that plays a significant role in shaping public perception of Umrah travel agencies. The evolution of digital technology has shifted promotional patterns previously dominated by conventional media toward social media, digital marketing, and interpersonal communication via pilgrim testimonials. According to Shimp (2017), integrated marketing communication enhances the effectiveness of information delivery to consumers, enabling companies to build long-term customer relationships. In the context of Umrah travel agencies, promotions that are informative, educational, and persuasive boost public confidence in selecting the offered travel packages.

Bengkulu Province is one region demonstrating significant growth in the organization of Umrah pilgrimages. The rising number of travel agencies has intensified competition to attract prospective pilgrims. This situation compels companies to understand local market characteristics, public purchasing power, and consumer preferences when selecting a travel agency. One company that has successfully grown its pilgrim numbers is PT Amanah Safari Internasional (Asafi Tour), Bengkulu Branch. Company data shows an increase in pilgrim numbers from 79 in 2023 to 104 in 2024, rising further to 233 in 2025. This growth indicates the presence of an effective marketing strategy, making it a compelling subject for in-depth analysis.

Extensive research has already been conducted on the marketing strategies of Umrah travel agencies. However, most existing studies focus on general marketing strategies or address pricing and promotion in isolation. In reality, these two variables are interconnected components of the marketing mix that influence the public's decision to use Umrah travel services. A review of prior research indicates a need for an integrated analysis of the pricing and promotion strategies employed by PT Amanah Safari Internasional Bengkulu.

Accordingly, this study aims to analyze the pricing and promotion strategies implemented by PT Amanah Safari Internasional (Asafi Tour) Bengkulu in marketing its Umrah packages. The findings are expected to contribute to the body of knowledge

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regarding service marketing specifically within the Umrah travel sector and serve as a basis for the company to evaluate and enhance its competitiveness and pilgrim numbers.

RESEARCH METHODOLOGY

This study employs a qualitative approach with a descriptive case study design to gain an in-depth understanding of the pricing and promotional strategies used in marketing Umrah packages at PT. Amanah Safari Internasional (Asafi Tour), Bengkulu Branch. A qualitative approach was selected for its ability to comprehensively explain phenomena based on the experiences, perceptions, and information obtained directly from informants. This approach also enables the researcher to understand the process of formulating marketing strategies implemented by the company within a real-world context.

The research was conducted during 2025 - 2026 at PT. Amanah Safari Internasional (Asafi Tour), Bengkulu Branch, located at Jalan Depati Payung Negara, RT 20 RW 04 No. 18, Pagar Dewa Urban Village, Selebar District, Bengkulu City. The research site was selected purposively because the company has demonstrated significant growth in the number of pilgrims and possesses data relevant to the research focus. Informants were selected using a purposive sampling technique, identifying individuals deemed knowledgeable about the company's marketing strategies. The informants included the branch manager, administrative staff, and marketing partners of PT. Amanah Safari Internasional Bengkulu. Informant selection was based on their involvement in the pricing, promotion, and marketing processes for Umrah packages, ensuring that the information obtained aligned with the research objectives.

Data sources for this study include both primary and secondary data. Primary data were obtained through in-depth interviews with the branch manager, administrative staff, and partners of Asafi Tour Bengkulu, while secondary data were gathered from company documents, books, scholarly articles, journals, theses, and various literature relevant to service marketing strategies and the organization of Umrah pilgrimages.

Data collection was conducted using interviews, observation, and documentation. Interviews were used to gather in-depth information regarding the company's pricing policies and promotional strategies. Direct observation was carried out on the company's marketing and service activities, while documentation was used to obtain supporting data such as the company profile, pilgrim statistics, promotional materials, and other research-related documents. Employing multiple data collection techniques aimed to enhance validity through source and technique triangulation.

Data analysis utilized the interactive model developed by Miles, Huberman, and Saldaña, comprising three stages: data reduction, data display, and conclusion drawing. Data reduction involved selecting and simplifying information relevant to the research

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focus. Subsequently, the data was presented in a narrative format to facilitate the identification of relationships between findings. The final stage involved drawing conclusions, a process conducted incrementally and continuously verified against interview, observation, and documentation results to ensure credible findings. To ensure data validity, the study employed both source and technique triangulation. Source triangulation involved comparing information obtained from the branch manager, administrative staff, and marketing partners, while technique triangulation involved comparing results from interviews, observations, and documentation to ensure a high level of data reliability.

RESEARCH RESULTS AND DISCUSSION

This study was conducted at Travel Asafi Tour Bengkulu, involving seven informants: the Branch Manager, General Affairs staff, Technical Division staff, an Administrator, and three company partners. All informants were selected due to their direct involvement in formulating marketing strategies for Umrah packages, particularly regarding pricing and promotion. Data were collected through structured interviews, enabling a comprehensive description of the marketing strategies implemented by the company.

Overall, the findings indicate that the pricing and promotion strategies implemented by Travel Asafi Tour Bengkulu have been consistently applied and serve as a contributing factor to the increase in the number of Umrah pilgrims. Based on the interview summary, six of the seven informants stated that all marketing strategy indicators had been effectively implemented, while one informant offered a differing perspective on specific indicators.

Table 1 Summary of Interview Results

Information	Number of Informants	Percentage
Yes	6	85,7%
No	1	14,3%
Total	7	100%

Source: Processed primary data, 2026

The data indicates that the majority of informants hold a positive perception of the marketing strategies implemented by the company. This suggests that Travel Asafi Tour Bengkulu's marketing policies have successfully supported the achievement of corporate objectives, particularly in enhancing public interest in the Umrah packages offered.

1. **Umrah Package Pricing Strategy**

   The research findings indicate that the pricing strategy for Umrah packages at Travel Asafi Tour Bengkulu is based on calculations of operational costs and

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E-ISSN : 2964-0865
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the quality of facilities provided to pilgrims. Before setting prices, the company calculates all cost components including flight tickets, hotel accommodation, meals, local transportation, visas, religious observance kits, and other operational expenses. This approach ensures that the offered price remains reasonable, generates profit for the company, and is commensurate with the quality of service received by the pilgrims.

Table 2 Pricing Strategy Summary

No	Question	Yes	No
1	Operational costs are a factor considered when determining the price of Umrah packages.	7	0
2	Facilities influence the pricing of Umrah packages.	7	0
3	The company calculates costs before setting prices.	7	0
4	The company compares prices with other travel agencies.	0	7
5	Prices were adjusted due to changes in market conditions.	7	0

Source: Processed primary data, 2026

The table indicates that all informants identified operational costs and facilities as the primary factors in determining Umrah package prices. Conversely, all informants emphasized that the company does not use competitors' prices as a primary benchmark. This policy demonstrates that the company prioritizes service quality over price-based competition. Interviews with the Branch Manager of Asafi Tour Bengkulu reinforce these findings; the informant explained that pricing always begins with a calculation of all cost components to ensure the offered price remains competitive without compromising service quality. Similar statements were made by the General Affairs, Technical, and Administrative divisions, confirming that every cost component is calculated in detail before prices are released to the public.

In addition to considering operational costs, the company adjusts prices in response to changing market conditions such as increases in airfares or accommodation costs, as well as currency exchange rate fluctuations. Thus, the implemented pricing strategy is flexible yet remains focused on the quality of service provided to the pilgrims.

2. Umrah Package Promotion Strategy

Research findings indicate that Travel Asafi Tour Bengkulu employs an integrated promotion strategy utilizing digital media and direct outreach to the public. Social media platforms such as Facebook, Instagram, and WhatsApp serve as primary channels for disseminating information regarding Umrah packages,

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departure schedules, facilities, and various company programs. Additionally, the company actively engages in outreach through religious study groups, seminars, community groups, and partner networks.

Table 3 Summary of Promotion Strategies

No	Question	Yes	No
1	The company uses social media as a promotional tool.	7	0
2	The company conducts direct promotions to prospective pilgrims.	7	0
3	The company conducts direct promotions to prospective pilgrims.	7	0
4	The promotion aims to increase the number of Umrah pilgrims.	7	0
5	The company evaluates promotional activities	7	0

Source: Processed primary data, 2026

All informants stated that social media serves as the most effective promotional channel for reaching the public. However, the company does not rely solely on digital promotion; it also strengthens direct communication through outreach activities and partnerships. This strategy is considered capable of boosting public trust, as prospective pilgrims can obtain information firsthand and consult on the departure process. Research findings also indicate that the company routinely evaluates promotional effectiveness by considering the number of pilgrims secured, public response, and the performance of the promotional media used. The results of these evaluations serve as the basis for formulating promotional strategies for the subsequent period, ensuring that marketing efforts are more effective and accurately targeted.

CONCLUSION

The research results indicate that the pricing and promotion strategies implemented by Travel Asafi Tour Bengkulu play a significant role in the successful marketing of Umrah packages. Pricing strategies are formulated through comprehensive operational cost calculations that account for travel expenses, the quality of facilities provided to pilgrims, and dynamic market conditions. The company prioritizes the creation of high-quality service value over using competitor pricing as the primary benchmark; consequently, the established prices reflect a balance between service quality and the company's ability to maintain competitiveness. Regarding promotion, Travel Asafi Tour Bengkulu employs an integrated marketing communication strategy

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that utilizes digital media such as Facebook, Instagram, and WhatsApp combined with direct promotional efforts through outreach events, religious gatherings, personal communication, and partner network support. This combination of strategies has proven effective in expanding information reach, boosting public trust, and strengthening relationships between the company and prospective pilgrims.

Overall, the synergy between a service-quality-oriented pricing strategy and a promotional strategy that blends digital approaches with direct communication contributes positively to increased public interest and growth in the number of Umrah pilgrims at Travel Asafi Tour Bengkulu. These findings underscore that the successful marketing of religious travel services depends not only on competitive pricing but also on the company's ability to build trust, deliver quality service, and develop promotional strategies that adapt to technological advancements and public needs. Furthermore, the findings imply that implementing integrated marketing strategies can serve as a competitive advantage for Umrah travel agencies navigating an increasingly dynamic industry landscape.

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