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UMRAH SERVICES MARKETING MIX IN PT. TRIAAA

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ABSTRACT

PT. TRIAAA is a company engaged in Umrah tour & travel. PT. TRIAAA was established on 2012 and now would like to improve its service conditions by using the 7P variables of services marketing mix. In this study, the aim is to analyze the service marketing mix at PT. TRIAAA. The study was conducted using a descriptive qualitative approach through interviews of the informants. Four people interviewed were Ms. Elizabeth Leona, owner of TX Travel Kertajaya, Mr. Haris, head of the Department of Religion of Jombang, Mr. Agoestinus, tour & travel expert lecturer, and Mr. Sofyan, owner of Multraham Umrah. The results of this study suggest PT. TRIAAA to adjust according to segmentation, determine price from cost plus margin and comparison with competitors, determine office location using strategic location criteria, online media promotion trend now must be balanced with offline media, the performance of people involved in Umrah must have a fundamental inclination to service and empathy, the appearance of the company can always be maintained from the display of services provided, perceived and seen by consumers and to continue to use online and offline media strategies and processes to increase and maintain sales. It can be concluded that by using the 7P marketing mix in this research the results can help improve PT. TRIAAA.

Keywords: *product, price, place, promotion, people, place, physical evidence, umrah, PT. TRIAAA*

INTRODUCTION

The long wait time to be able to go on Muslim pilgrimage (Hajj) in Indonesia resulted in many Indonesians choosing Umrah instead, not only that, Umrah also doubled as religious tourism for Muslims. This resulted in high demand for Umrah tourism business in Indonesia, which is also the country with the highest Muslim population with estimated Muslim population of 209.1 million or 87.2%, and according to Yuliawati (2016) is the third highest country in terms of number of departing worshipers after Egypt and Pakistan.

According to the latest statistics released by the Ministry of Hajj and Umrah of the Kingdom of Saudi Arabia, (KUHI) until mid-2017 there were 6.75 million visas issued to visit the cities of Makkah and Madinah. According to data collected by Subarkah (2017), there was almost a 6% increase in the number of worshipers compared to previous umrah pilgrims visas number of 6.39 million.

According to Rangkuti (2015) the Muslims in Indonesia demand for pilgrimage to the holy land increases year by year. From January 1 to May 7 2015 the number of Umrah pilgrims reached 24.896 worshipers. On 2016 the number of Umrah pilgrims reached 36.324 worshipers. That number would keep on increasing with the incoming fasting month, Muslim celebration and holidays, school holiday and the beginning of Eid-al Fitr.

PT. TRIAAA is one of Umrah travel agency that was founded since 2012 and would like to improve its services. Therefore, marketing mix was chosen. Marketing mix is a tool used by goods or services sellers to establish certain characteristic that can be offered to customers. According to Tjiptono in Supriyanto & Taali (2018), marketing mix itself consist of four main components which are product which is a combination of goods and services offered by the company to obtain specific target market. Price is the value traded by the customer to gain benefit or use of a good or service. Place is an action taken by the company so that the product will fulfill the needs of the target market, and

promotion is a tool used to deliver information which will attract customer and convince customer of a product's benefits through its content. According to Kotler in Abidin, Arifin, & Yulianto (2017) the four components can be further divided to seven components which are Product, Price, Promotion, Place, People, Process and Physical Evidence. (Mustika, Darmawan, & Sutrisno 2018). According to Kotler and Keller in Wijaya and Sutejo (2017) marketing mix is a tool combined and controlled by a company to obtain feedback or response from a certain market segment. Analysis on the chosen marketing strategy is aimed to determine which marketing strategy is most effective for the product offered. Marketing mix is used to analyse the component of each elements that are most important in marketing Umrah product offered. The aim of this study is to analyse service-marketing mix of PT. TRIAAA.

LITERATURE REVIEW

According to Kotler and Keller in Yanuar, Qomariyah & Santosa (2017) marketing is the social and managerial interaction process used by a group or individual members to obtain what they want and what they need by offering, trading and creating finished products that has a trading value for the other party.

According to Wati & Sutrisna (2017) marketing mix is one of the most important forms of concept in marketing products or services in this modern era. Marketing mix can also be defined as any action done by the company to affect its product demand. This can also include several activities done by the company to achieve certain goals by making the company marketing activities more effective.

According to Kotler in Firdaus & Sutrisna (2017) marketing strategy is a combination of several elements done by the company to fulfil its customers' needs. Below are the explanations for the four variables of marketing mix:

Product:

According to Kotler in Firdaus & Sutrisna (2017) product is considered as the first variable in marketing mix. What are considered as products are goods created to fulfil customers' certain needs. This variable includes service of a product, packaging, product colour, product standardisation, future planning, product development, product form itself, modification, innovation from aforementioned product and others. In addition, Arief in Karnelis (2017) defined product as anything of value that can be traded or offered by company for its customers.

Price:

According to Kotler in Firdaus & Sutrisna (2017) price is considered as the second variable that can impact sales volume. According to Kotler in Karnelis (2017) price needs to be considered carefully so that it is competitive and still profitable.

Promotion:

According to Kotler in Firdaus & Sutrisna (2017) promotion is defined as a way to deliver the owners' wants to the customers. However according to Karnelis (2017) promotion is the various tools used to communicate to the customer the strength of a product or service being offered by the company.

Place:

Place or location is the fourth variable in marketing mix that indicates the time, utility and location. Place is a mix of several elements such as storage location, transportation, security level of storage, storage facility, product distribution channel and others. However according to Karnelis (2017) place in the service industry is a combination of location and distribution channel decision. Location also function as the place where the company stays and operates. There are three components that might affect location.

All four variables complement and affect each other. Decision-making can only be done through consideration of the four variables, which are equally weighted and coordinated as to maximize marketing mix itself.

According to Hasda and Endang (2017) in order to apply marketing mix there needs to be a comprehensive and complete planning to provide and ensure that what was given to the customer is the best service by giving service guideline. Marketing mix that initially consisted of 4Ps is expanded with several dimensions, which are:

1. People:

According to Karnelis (2017) people and service marketing are related because it function as service

location or service provider that will affect the quality provided. Decision in people will have an impact and is important in terms of selection, training, motivation as well as the existing human resource management.

2. Process:

According to Karnelis (2017) service industry highly depends on production process because production process is more important than the result. This happens because there's a direct interaction between the service producer that conducts the production and the customer that uses the service. Customers are even often involved in production process.

3. Physical Evidence:

According to Hasda and Endang (2017) physical evidence is an element that has an impact on the concept of service. Physical evidence includes the appearance of the hospital, appearance of the employees working in the hospital, facilities in the hospital itself such as the patient waiting room, something that can be felt and seen directly by the customers.

RESEARCH METHODS

Research Approach

The method used in this study is qualitative and the approach used is descriptive with the aim to determine facts or describe reality. According to Moleong in Irkhamiyati (2017) qualitative study is a study that is conducted to understand an even that is happening to the study subject, such as the subject's action, subject's perception, motivation, behaviour and others, overall. According to Arikunto in Irkhamiyati (2017) descriptive approach is the collection of information on the status of an action that was done, not meant to measure certain thoughts, and should only describe indications, variables and the situation as is.

Validity and Realibility

According to Tanujaya (2017) validity can be defined as the accuracy or suitability of an instrument or measuring tool in measuring the variables of the study object. According to Tanujaya (2017) reliability is the equality or stability and consistency of a measurement or observation and measured multiple times in different occasion. Data that is deemed to be reliable is data that is measured repeatedly and yielded stable results or consistent in different measuring times.

To check the reliability and validity of the data, the researcher used triangulation, a technique used to check the accuracy of the data that has other uses (Moleong in Kusniadji, 2017). In this study the triangulation method was conducted using data source triangulation method and the results were obtained through several interview results of the interviewee. Interviews were conducted with the business owner and experts.

Data Collection Method

The data collection method of this study was done through interview, literature review, literature, journals and articles. When collecting the data through interview there were four interviewees interviewed which are Ms. Elizabeth Leona owner of TX Travel Kertajaya (EL), Mr. Haris head of Depag Jombang (HA), Mr. Agoestinus tour & travel lecturer (AG) and Mr. Sofyan owner of Multazzam Umrah Travel Agency (SF).

Data Analysis Technique

In this study the analysis done in field was referenced from this analysis model (Miles and Huberman in Romadhoni, 2017):

1. Data Collection
2. Data Reduction
3. Data Presentation
4. Conclusion/ Verification

Result

1. Product

In the future we will vary the Umrah program packages with tours such as tours to Turkey, Palestine and Dubai. As stated below:

Most wanted by the customers and other programs that garners much interest such as [going] to

Masjidil Aqso and to Turkey (Mr. SF).

2. Price

In the future in terms of prices the company will create saving package programs with prices ranging from 21 million to 23 million for 9 day travel package. By using flights from Lion Air or Scoot and 3-starred hotels we can lower cost and therefore can offer more competitive prices for East Java and surrounding market. As stated below:

For me there are two ways to determine price, one is from determining the base cost and add the margin wanted by the company or by looking at competitors' prices (Mr. AG).

3. Place

In the future the headquarter for PT. TRIAAA will still be located in Banyuwangi in Jl. Raya Yos Sudarso 58. For agents that are non religious figures such as Muslim boarding school owners will be standardised and will be chosen according to company's regulation that requires the offices to at least be easy to access and accessible by the society and are located near the crowd such as on the side of main roads of a regency. Office branches will be located according to the company regulation that requires the offices to at least be easy to access and accessible by the society and are located near the crowd such as on the side of main roads of a regency. As stated below:

Yes [,] firstly it's [about] the parking lot that's why we tried [opening] in residential area but with a pretty good road access and with representative parking lot. If we [open] right on the side

of a big main street people will also find it hard to find parking space and many [said] does the express lane means express lane (Mr. SF).

4. Promotion

In the future promotions will be adjusted according to which methods are most optimal and therefore that strategy will be focused on. For example, currently the most optimal is offline media promotion in Banyuwangi through radio and also through agency system and thus we will broaden our agency network, and will continue using radio extensively. For the previous offline media such as creating banners will be placed in more strategic locations and will be organized more in terms of selecting the location by giving certain criteria so that it will be more effective and efficient. As stated below:

Offline is still important to me, but what kind of offline? Offline that is directly to the market.

Before it was the era of door to door. But should it be continued, I think it should be continued. Where? In locations where there are many traditional buyers (Mr. AG).

And for exhibitions will be conducted still as part of the company activities and to introduce Umrah products and to maintain the existence of the company. As stated below:

In terms of acquiring customer itself exhibitions are relatively small and that's partly also because many worshipers are just looking and they are still comparing[,], only when they arrive home they will compare with other travel [agencies] facility prices and others before they will return (Mr. SF).

Evaluation to develop a good strategy in online media such as Facebook and Instagram to speed up the introduction of the product to the society by selecting the target segment so that it has clearer direction, focus and is expected to contribute to more retail customers acquisition. The creation of website media so that customer will be eased to view information on PT. TRIAAA Umrah trips, as stated below:

Online marketing has its own time, before it was website, website creators came to visit, before there was application, and now the era of sosmed [social media] is also the same, before Facebook was famous and now it's Instagram, so now which one should be – what's the term- emphasized on? For Umrah travel [agency] I think sosmed is more fitting, for me Instagram is not [fitting] enough, Instagram is only pictures so for me what can be done is through Facebook or still through website, as for application it is only to ease the access for people to register and others. But for information website and Facebook is still [preferred] (Mr. AG).

5. Physical Evidence

Moving forward around this year the uniform and gimmicks received will be improved. For office renovation in the near future will stay as is after renovation without changes. For the office the appearance will be changed once every 3 to 5 years. In the near future hotels selected will be closer to the location of the mosque be it in Madinah and in Makkah. To maintain the standard of maximum 3 years of use. As stated below:

So they receive the facilities starting from when they register with us they receive facilities such as attributes and others which as time goes by we need to fix and thankfully the attributes that we used are attributes that are good enough in terms of quality and appearance and therefore we need to keep updating to be given to the worshipers (Mr. SF).

6. People

Conducting people improvement training in terms of service SOP for tour guide and tour leader, participating in training on quality and service improvement by following ISO, improving performance of each teams and consistently conducting evaluation. As stated below:

Yes[,] so since we are involved in Umrah and Hajj travel it is not far from the basic of us offering services. Therefore service is the most important point. Especially starting from when we receive customers in the office or those by phone or those asking through social media for all that thankfully we have basic SOP. Standard operational procedure about how to first serve the customer and explaining our product up until when they are about to depart those are all services and we have to serve them, whatever they require (Mr. SF).

7. Process

Moving forward the company will be more extensive in following up ongoing sales process such as online media. As stated below:

For now the sales process is directed more towards broadcast, the customers that we have we broadcast, and then advertise on Instagram and from previous customers that reviewed the tour (Ms. EL).

To follow up on adding religious figures and agents by continuously visiting Umrah agents and religious figures without losing contact and by following up consistently. As stated below:

So there was one thing that I haven't added. So also through Muslim boarding school (*pesantren*), through KBIH, through religious figures in the society is also very important including through mosques which has already been done by PT TRIAAA itself. So for those people we give extra facilities. That means we take it as a part of our market that acts as marketing to enter and penetrate the market in the Muslim boarding school. I think it will be faster (Mr. HA).

Implication

The expected impact/ implication from the improvement of marketing mix in PT. TRIAAA is on the product creation of Umrah trip and tour to other countries, on price to create the saving packages as demanded, on place to be located in strategic streets with adequate parking space and not in express lane, on promotion by optimizing offline media and online media, on physical evidence by keep updating the appearance of the Umrah attributes, on people performance by evaluating one from empathy and service inclination and next according to company SOP and selecting additional agents for offline media process and optimizing online media.

Conclusion and Suggestions

Conclusion

From the study conducted the researcher can draw several conclusions. Below are the conclusions:

1. The product needs to be the same as promised and communicated when the customer receive it
2. Prices can be determined through two ways which is to add cost and margin and the second is to compare with competitors
3. In selecting office locations company need to pay attention on the criteria of strategic location
4. Choosing the currently trending promotion media using online media. However offline media still needs to be maintained.
5. People who are in the Umrah travel agency industry needs to have the basic skill of serving and empathy.
6. Company appearance should be maintained from the appearance of the service given, felt and seen by the customer.

7. The process needed to be done is by still using online and offline media strategy to increase and maintain sales.

Suggestions

Researcher understands and realizes that the company needs to improve on what can be considered as many areas. However in the near future the researcher would like to recommend these few suggestions that were obtained from this study which are:

1. Creating product based on more focused target segment such as the saving package for middle lower class, VIP Umrah package for the middle upper and PT. TRIAAA standard package that can be intended for middle and middle lower class.
2. For pricing the researcher recommend saving package with price ranging on 21 million Rupiah and 9 days Umrah trip as demanded by the agencies. Therefore it can be competitive in the East Java market.
3. Recommend to add big agencies of PT. TRIAAA and require big agents to open offices in strategic location as required by company regulation. Also to open offices in Banyuwangi districts.
4. Recommend not to stop offline media promotion such as continue using radio, exhibition, brochure, banners and others. Online media that has already been created needs to be maintained more actively. Application that was made needs to be redesigned for its distribution and introduction so that it will be more optimal and to maintain the company website.
5. Improving team performance can be done through inviting SOP trainer for Umrah travel.
6. Updating fashion trends for the Umrah attributes such as luggage bag, hand carry bags, passport cover, and Umrah trip members clothes and employee uniform.
7. Recommend to improve sales through online and offline media promotion process that needs to be controlled and reported, adding agencies, adding religious figures and adding company marketing.

Suggestion for next research

Below are a few suggestions from the researcher gained from this study:

1. This study used qualitative method through interviews of the four interviewees that are involved in the field of tour & travel and Umrah. The study was conducted using 7P marketing mix and therefore other variables can be added in future studies such as social commerce.
2. This is a unique study and is highly potential because as we know Indonesia has a big Umrah market. Therefore future study is expected to explore further about Umrah companies in Indonesia and outside Indonesia so that it will add on to reference for Umrah business.

Limitations

From this study there were several new suggestions obtained from the interviewees that can be useful for the development of the company, but are limited in terms of informant because there were only business owners and theorists and there was no informant from the customer side. There was a limitation in terms of the interview conducted with the informants because they have limited time, it had to be done through appointment that was made beforehand and only when the informant had time and some of the informants come from the same vbusiness industry so they were unable to reveal all information in detail.

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