

Implementing The Sharia Marketing Mix (7P) In The Digital Umrah Travel Industry A Case Study Of PT Auva Eqtena Nahdha

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Abstract: This study aims to analyze the digital Islamic marketing strategy implemented by PT Auva Eqtena Nahdha (Auva Tour) to attract consumer interest in Umrah pilgrimage services. The study is motivated by the increasing public enthusiasm for performing Umrah post-COVID-19 pandemic, which has intensified competition in the Sharia-based travel industry. This research employs a qualitative method with a descriptive approach and a single-case study design, involving in-depth interviews, observations, and documentation of Auva Tour's digital and Sharia-compliant marketing practices. The results indicate that the implementation of a marketing strategy based on the 7P mix (Product, Price, Place, Promotion, People, Process, Physical Evidence) enhances consumer trust, comfort, and loyalty.

Keywords: Sharia Marketing Strategy; Digital Marketing; 7P Mix; Umrah Travel; Consumer Interest.

Abstrak: Penelitian ini bertujuan untuk menganalisis strategi pemasaran syariah digital yang diterapkan oleh PT Auva Eqtena Nahdha (Auva Tour) dalam menarik minat konsumen pada layanan perjalanan ibadah umrah. Latar belakang penelitian ini muncul dari meningkatnya antusiasme masyarakat menunaikan ibadah umrah pasca-pandemi COVID-19, yang mendorong persaingan industri travel berbasis syariah semakin ketat. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif dan jenis studi kasus, melibatkan wawancara mendalam, observasi, serta dokumentasi terhadap praktik pemasaran digital dan syariah yang dijalankan Auva Tour. Hasil penelitian menunjukkan bahwa implementasi strategi pemasaran berbasis bauran 7P (*Product, Price, Place, Promotion, People, Process, Physical Evidence*) mampu meningkatkan kepercayaan, kenyamanan, serta loyalitas jamaah.

Kata Kunci: Strategi Pemasaran Syariah; Digital Marketing; Bauran 7P; Travel Umrah; Minat Konsumen.

A. Introduction

Worship in Islam encompasses all forms of devotion, obedience, and submission to Allah SWT, both outwardly and inwardly (Nata, 2015). In practice, worship is divided into several types. Heart worship (qalbiyah) includes feelings of fear, hope, love, and reliance on Allah. Oral worship is manifested through utterances containing praise and glorification of Allah, such as reciting tasbih, tahlil, takbir, tahmid, and expressing gratitude. Meanwhile, physical worship involves direct engagement of body parts, such as performing prayer, fasting, paying zakat, performing hajj, and striving in the path of Allah (Jamaluddin, Maskur, & Anwar, 2020).

Among these forms of worship, there is one that holds special virtue because it combines spiritual aspects (closeness to Allah, heart purification, forgiveness of sins), physical aspects (travel, tawaf, sai, ihram), and material aspects (expending travel costs and self-maintenance), namely umrah. This worship is not only a means to draw closer to Allah SWT but also a symbol of brotherhood among Muslims worldwide who gather in one place with the same purpose (Indra et al., 2024).

Umrah is a sunnah worship that can be performed anytime throughout the year, with the main sequence consisting of ihram, tawaf, sai, and tahallul, without wukuf in Arafah. Both hajj and umrah require the performer to be a Muslim, of age, mentally sound, free, and capable (istitha'ah) in terms of physical, financial, and travel safety (BAZNAS Humas, 2024). This worship is not merely an individual ritual but a social and religious experience that unites global Muslims in values of brotherhood and humanity (Susilawati et al, 2025).

Post-COVID-19 pandemic, public enthusiasm to resume performing umrah has increased sharply. This is seen as part of spiritual recovery and longing to worship directly again. Based on data from the Ministry of Religion of the Republic of Indonesia, as of April 13, 2025, the number of Indonesian umrah pilgrims who have departed is recorded at 648,485 people (Akhmad, 2025). his figure is considered high as it is still early in the year, before entering the peak departure period, which usually

occurs towards the end of the year. The previous highest achievement was recorded in 2023 with 1,368,616 pilgrims. The upward trend in pilgrim departures has been evident since 2022, marking the recovery of overseas worship activities post-pandemic. Total pilgrim data over the past three years is recorded through the official Siskopatuh system report, where East Java Province, especially Surabaya City, contributed 228,151 people or about 16.67% of the national total (Novitasari, 2025).



Figure 1. Data on the Number of Umrah Pilgrims
(sumber: : <https://rri.co.id/daerah/1455691/jumlah-jamaah-umroh-indonesia-tahun-2025-terus-meningkat>)

The surge in the number of pilgrims has had a significant impact on the dynamics of the Umrah travel industry in Indonesia. The increasing demand has intensified competition among travel agencies, not only in terms of price and facilities but also regarding value, ethics, and sharia compliance. Muslim consumers, especially the younger generation, are now more critical in choosing services, placing the alignment with Islamic principles as a primary consideration. This condition pushes Umrah travel agencies not merely to offer travel packages but also to assert their sharia identity in their marketing strategies to remain relevant and trusted by the public (Rozaq et al., 2024).

Competition in the Umrah travel business in Indonesia has indeed become increasingly fierce over the past five years. The high public interest in performing this

pilgrimage has led travel agencies to compete in attracting pilgrims (Puspitasari et al., 2025). Competition is not only about low prices but also concerns trust and the religious values held by pilgrims. Every year, new organizers emerge, both official and unofficial (Nurohman et al., 2023). This drives travel agencies to focus not only on technical aspects like plane tickets and hotels but also to provide manasik guidance, spiritual mentoring, and personalized service to pilgrims. However, challenges such as exchange rate fluctuations, visa policies from Saudi Arabia, and government regulations remain obstacles (M. Aulia et al., 2024). Therefore, agencies that can maintain their reputation and build pilgrim trust will have a competitive advantage in the digital Umrah industry. Most travel agencies have now implemented online systems for booking, mobile app-based services, and digital customer service to improve efficiency and service transparency (Fatah, 2024). Furthermore, the concept of spiritual technology is beginning to be applied in the worship services industry, such as the use of prayer guide apps, qibla direction indicators, prayer time reminders, and educational content on Hajj and Umrah rituals based on video or digital simulation (Itsann, 2025).

This shift has also changed how pilgrims search for information and choose travel agencies. While family or relative recommendations used to be more dominant, pilgrims can now easily access information online and compare various options. Testimonials and reviews from pilgrims on social media play a major role in shaping public trust. Agencies with a positive digital footprint are more easily trusted compared to those without a strong online reputation (Handayani et al., 2025).

Various previous studies have examined digital transformation in the Umrah travel business. Nazura & Sihombing (2024) found that digital marketing strategies play an important role in increasing pilgrim loyalty, but have not deeply addressed the integration of sharia values in the marketing process. Zahra et al. (2025) emphasize the importance of sharia-based service digitalization, but their focus remains on operational efficiency, not on a comprehensive marketing mix. Meanwhile, research by Handayani et al. (2025) shows that the religious image of a travel agency can strengthen consumer

trust, yet the 7P strategy in the context of digital sharia has not been explained systematically. From these findings, it appears that research on digital sharia marketing strategies based on the 7P mix for Umrah travel agencies is still limited. This gap is the space for the scientific contribution of this study.

In the context of marketing, digital marketing has proven to be an effective strategy. Investment in this area continues to increase as travel agencies recognize the importance of technology in competition. Educational content, articles, ritual videos, and promotions through social media have become powerful ways to build an image and attract potential pilgrims (Putri Mesyha Khairani & Abi Waqqosh, 2025). Analysis of PT Hamdan Syakuro Alkhour even shows that digital marketing provides opportunities for more personalized service to pilgrims (Nazura & Sihombing, 2024). Within this dynamic, PT Auva Eqtena Nahdha Surabaya has emerged as one of the travel agencies demonstrating positive and consistent performance. Internal company data records an increase in the number of pilgrims from 155 people in 2021 to 180 people in 2024. This growth over the last three years indicates the success of the company's strategy in combining sharia values with digital technology. It also reflects the increasing public trust, as shown by the many pilgrims who return to use Auva Tour's services and recommend them to others.

The success of Auva Tour is not merely coincidental but the result of a consistent strategy. The company understands that pilgrims need not only a smooth journey but also a meaningful spiritual experience. Therefore, comprehensive manasik programs, religious guidance, and ustadz accompaniment during the journey are a primary focus. On the other hand, the utilization of social media, informative websites, and digital service applications has made it easier for pilgrims to access services. By combining strong sharia values with modern technology, Auva Tour has been able to survive and thrive amid intense competition.

The growth phenomenon of Auva Tour aligns with the general trend in the Umrah travel industry, where agencies that successfully integrate spiritual values and digital

technology tend to perform better. This confirms that a digital sharia marketing strategy is not just an alternative but a necessity for travel agencies to survive and excel in long-term competition.

Thus, Auva Tour can be seen as a representation of the transformation of sharia-based Umrah travel business in the digital era. It acts not only as a provider of pilgrimage travel services but also as a digital da'wah agent conveying Islamic values through educational content, ethical promotion, and services in accordance with sharia. Based on this background, the research aims to examine the digital sharia marketing strategy of Auva Tour through the 7P marketing mix approach (Product, Price, Place, Promotion, People, Process, and Physical Evidence). This study is expected to assess the effectiveness of this strategy in attracting and retaining consumers, and to contribute to the development of Islamic value-based marketing strategies in the halal tourism sector, particularly in the digital context and among young Muslim generations.

B. Method

This research employs a qualitative method with a descriptive approach. This approach was chosen because it is suitable for describing in depth how digital sharia marketing strategies are implemented by PT Auva Eqtena Nahdha in attracting consumer interest. The type of research is a case study, with a single object namely PT Auva Eqtena Nahdha which operates in the field of sharia based and digital umrah travel services. The case study was chosen because it provides an opportunity to explore the processes, strategies, and contexts behind the implementation of sharia marketing in business practices in more detail.

Data collection techniques were conducted through interviews, observations, and documentation. Interviews were conducted with management and marketing team members. Observations were made of the company's digital activities, particularly on social media and online service platforms. Documentation includes brochures, promotional materials, digital content, and internal company data relevant to the

research topic (Siti Romdona, 2025). Through these methods, the research is expected to provide a factual and systematic picture of digital sharia marketing practices and their relevance to increasing consumer attractiveness and trust in the umrah travel industry.

C. Results and Discussion

Sharia Marketing

Conventional marketing focuses on profit maximization through flexible strategies as long as they remain within legal boundaries, yet often neglects moral dimensions and religious values (Aji, 2019). This limitation gave birth to the concept of sharia marketing, which prioritizes principles of honesty, justice, and responsibility based on Islamic values (Aulia, 2024).

Furthermore, sharia marketing positions trust and trustworthiness as the primary foundation in building relationships with consumers. Business practitioners are required to safeguard customer rights by delivering services that align with promises and agreements. Thus, sharia marketing is viewed not merely as a business strategy but also as part of worship that demands moral integrity. In the travel industry, implementing this concept holds tremendous relevance as it involves organizing sacred worship journeys for Muslims. Honesty, justice, and service certainty become absolute requirements for pilgrims to perform their worship peacefully, comfortably, and with full devotion (Maulidya, 2025).

Sharia marketing possesses several characteristics: (1), it emphasizes adherence to Islamic principles in every business activity; (2), this marketing practice avoids elements of usury, fraud, and consumer exploitation; (3), it prioritizes honesty and transparency in delivering product or service information; (4), marketed products must be halal and comply with sharia provisions, conducted through fair and sustainable partnerships; and (5), sharia marketing also demands social and environmental responsibility as part of the ethical commitment of business practitioners in creating beneficial value for society at large (Rachmadana et al., 2023).

In the sharia travel industry, the application of these values is reflected in how companies design travel packages that comply with sharia principles. For instance, charges must be explained in detail, with no hidden costs or ambiguities in contracts. Additionally, accommodation, food, and other supporting services must be ensured halal and meet standards established in Islam. Promotions must also be conducted honestly, without manipulation or excessive promises that cannot be fulfilled.

Travel companies upholding sharia principles will also focus more on responsible service delivery. For example, ensuring timely departures, guiding pilgrims professionally, and providing good after sales service such as following up on customer satisfaction or requesting testimonials. Although marketing mix strategies such as the 7P (Product, Price, Place, Promotion, People, Process, and Physical Evidence) are still utilized, the approach is adjusted to Islamic muamalah values. This aims to create added value for customers, not only from the material side but also from spiritual and social aspects.

Sharia Marketing Strategy (7p)

Based on interviews conducted with the management of PT Auva Eqtena Nahdha (Auva Tour), a comprehensive picture was obtained regarding the implementation of sharia marketing strategies carried out by the company. In an effort to attract Muslim consumer interest and strengthen its position amid competition in the umrah and hajj travel service industry, Auva Tour applies sharia marketing strategies through a 7P marketing mix approach, which includes Product, Price, Place, Promotion, People, Process, and Physical Evidence.

This approach is not solely oriented toward profit, but also prioritizes adherence to sharia principles (Islamic law) in all marketing and service activities. Each element of the marketing mix is adjusted to Islamic values such as honesty (sidq), transparency (shidq and amanah), responsibility (mas'uliyah), and sincere service (ihsan) to consumers. This strategy reflects the company's commitment to presenting services that

are not only professionally sound in business terms but also ethically sound in spiritual terms.

According to the management, they focus on developing worship services that not only pay attention to spiritual aspects but also pilgrim comfort. The flagship product currently offered is the Umrah Maulid 2025 program, which is divided into two service categories, namely Bronze and Silver. In their explanation, the management stated.

“For the Bronze package, we provide three-star hotel accommodation, while for the Silver package we provide four-star hotels, both in Makkah and Madinah.”

This class variation is intended to provide alternative choices for pilgrims according to their comfort preferences and individual financial capabilities. The management also explained about the manasik guidance program provided to pilgrims. For hajj pilgrims, the manasik guidance program is conducted ten times, while for umrah pilgrims it is only conducted once. According to their explanation.

“We hold hajj manasik guidance up to ten times. Meanwhile, for umrah, once is sufficient, but we still ensure the material is complete and clear.”

The spiritual guides they present are also widely recognized figures, such as Prof. Dr. KH. Asep Saifuddin Chalim, MA., and Muhammad Ilyas, MA. They not only teach worship procedures but also convey profound Islamic values.

In explaining the pricing strategy, the manager emphasized that cost determination is done very carefully, considering the economic conditions of pilgrims. The package prices offered have been arranged in such a way as to remain affordable yet still adequate to fund humane and spiritual services. Additional costs are explained transparently from the beginning to avoid misunderstandings later.

The team involved in Auva Tour comes from various backgrounds with a spirit of service. They are trained to always be friendly, patient, and ready to accompany pilgrims, especially elderly people who need more attention. Interactions that occur during the registration process until departure are built on the foundation of Islamic

brotherhood (ukhuwah Islamiyah). The team feels they are not just serving consumers but caring for the spiritual journey of fellow believers.

The following is an in-depth description of the implementation of each 7P element in the operational context and sharia marketing strategy applied by Auva Tour:

1. Product

PT Auva Eqtena Nahdha (Auva Tour) offers various sharia-based worship services that not only prioritize spiritual beauty but also physical comfort for pilgrims. Umrah Maulid 2025 is divided into several classes, such as Bronze and Silver, with three and four-star hotel facilities in Makkah and Madinah, along with Badal Hajj services. The Umrah products are complemented by supporting services such as periodically conducted manasik guidance, competent spiritual guides (such as Prof. Dr. KH. Asep Saifuddin Chalim, MA.), as well as additional facilities such as wheelchairs and cargo services.

2. Price

Pricing at Auva Tour is conducted based on the value-based pricing principle, which considers various factors including service quality, hotel facilities, worship guides, as well as pilgrim comfort and safety during the journey. The prices offered are:

- a. Umrah Maulid 2025 Bronze Package: IDR 34.490.500
- b. Umrah Maulid Silver Package: IDR 36.425.800

These prices already include: round trip flight tickets, visa, accommodation, three meals daily, manasik guidance, pilgrimage tours, and travel insurance.



Figure 2. Umrah Brochure

However, several costs such as meningitis vaccines, passports, personal equipment, and additional services such as Badal Hajj or wheelchairs are not included in this package.

b. Haji Badal: IDR 8.000.000

Badal Hajj is the performance of hajj worship carried out by someone as a substitute for another person who has passed away or is unable to perform it themselves due to chronic illness or physical conditions that cannot be cure.

When compared with other travel agencies, similar service costs generally range from 10 to 15 million, making this price quite competitive compared to competitors.

3. Place

The Auva Tour office is located at Jalan Siwalankerto Utara 2 No.30 Surabaya. This office is equipped with facilities: AC, comfortable waiting room, clean toilets, and free WiFi access that ensure comfort while at the office.

4. Promotion

The promotional strategy implemented by Auva Tour includes digital and conventional methods that are effective in reaching the target market precisely. Several promotional steps taken include:

- a. Distribution of brochures conducted in Islamic boarding school environments, mosques, and Muslim communities, to ensure information reaches potential pilgrim.
- b. Digital advertising through social media and WhatsApp as the main channels for registration information, manasik schedules, and available packages.
- c. Utilization of testimonials from pilgrims who have departed previously, as well as video documentation of manasik activities and umrah uploaded on YouTube and Instagram platforms, providing real evidence about the service quality provided by Auva Tour.

5. People

The team at Auva Tour consists of professional staff committed to providing the best service to every pilgrim. This includes:

- a. A friendly and responsive service team, ready to help answer questions from prospective pilgrims through WhatsApp and social media, ensuring comfort and smooth communication.
- b. Highly competent worship guides, such as Prof. Dr. KH. Asep Saifuddin Chalim, MA., and Dr. KH. Mauhibur Rokhman, MIRKH, who are well known among the community, adding value to pilgrim trust in this service.
- c. Interactions between the team and consumers are always conducted with good manners, honesty, and sincere service, creating a sense of comfort and high trust from pilgrims.

6. Process

The service process is designed to be easy, transparent, and hassle free for pilgrims. Registration can be done online, from filling out forms to uploading identity documents and photos. The initial payment is also not burdensome, only Rp 1,000,000, so pilgrims can immediately start the registration process. Information about manasik schedules and departures is always clearly communicated through WhatsApp, so pilgrims are not confused

about the preparations they need to make. The manasik program is conducted three months before departure.

7. Physical Evidence

Auva Tour provides physical evidence that strengthens the professional and trustworthy image of the services provided, including:

- a. A representative office equipped with comfortable and adequate facilities, creating a professional and serious impression in providing services.
- b. Brochures, forms, and manasik certificates that are well designed, providing clear and detailed information about travel packages, hotel facilities, room directions, and pilgrimages.
- c. Digital documentation in the form of photos and videos of manasik activities, as well as umrah travel documentation uploaded on digital platforms, providing real evidence about the quality of services provided.

Analysis of the Influence of the 7P Sharia Marketing Strategy

The marketing strategy based on the seven elements, known as the 7P concept, has become a crucial foundation in the service business world, including the religious travel industry like Umrah and Hajj. PT Auva Eqtena Nahdha, known as Auva Tour, implements these seven strategies not only as a business approach but also as a form of worship service imbued with values and empathy. Each element contributes uniquely, complementing one another in building consumer interest, particularly among Muslims who place great importance on spiritual aspects and service convenience. The following is a complete analysis of the influence of each 7P element on increasing consumer interest.

1. Product: Building Trust and Security

The products offered are not merely physical travel packages, but also emphasize spiritual values and worship comfort, along with departure guarantees with facilities that meet pilgrim service standards. This reflects the characteristics of sharia marketing to only market products or services that are

halal and in accordance with sharia law. The presence of worship guides strengthens the sense of security and trust of prospective pilgrims. These findings are consistent with research on umrah travel marketing indicating that the quality of worship service products influences pilgrim trust (Handayani et al., 2025).

2. Price: Economic Attractiveness and Information Transparency

Price becomes an important factor in consumer decision-making. Auva Tour implements relatively affordable policies accompanied by cost information transparency. This strategy aligns with the principle of avoiding elements of usury, fraud, and consumer exploitation, as well as providing honest, complete, and non-misleading information. Flexible payment schemes also facilitate prospective pilgrims in the registration process. These findings are consistent with research concluding that price transparency and cost fairness increase trust and consumer interest in umrah travel services (Putri Mesyha Khairani & Abi Waqqosh, 2025).

3. Place: Comfortable and Easily Accessible Access

The easily accessible location of Auva Tour's office and the support of comfortable physical facilities provide convenience for pilgrims in conducting direct consultations. On the other hand, the provision of digital services through online communication media expands market reach. This approach demonstrates social responsibility by ensuring inclusive access. This approach is consistent with research affirming that the combination of offline and online services enhances the effectiveness of worship travel service marketing (Susilawati & D, 2025).

4. Promotion: Educational Testimonials and Emotional Connection

Auva Tour's promotional strategy is implemented through educational approaches and pilgrim experience-based methods, such as activity documentation and testimonials. Such promotion aligns with the principle of

providing honest and non-misleading information. This type of promotion can build emotional closeness and increase the confidence of prospective pilgrims. These findings are consistent with religious marketing research, which states that testimonials and worship-oriented content are effective in increasing consumer interest in umrah services (Maulidya, 2025).

5. People: Friendly and Empathetic Service

Human resources in umrah travel services play a central role in building consumer trust. Friendly attitudes, courteous communication, and understanding of Islamic values are part of service quality. This reflects a commitment to maintaining adherence to Islamic principles in every business activity. These findings are consistent with research by Rachmadana et al., (2023) stating that the application of sharia principles in the marketing mix strengthens trust and customer loyalty through ethical approaches.

6. Process: Procedural Ease and Modern Service

Simple and easily understood service processes are important factors in increasing consumer interest in umrah services. Fair partnerships with various parties and regulatory compliance form the foundation of this process. Studies related to umrah travel service digitalization conclude that practical and efficient registration procedures can reduce administrative barriers and accelerate consumer decision-making (Putri Mesyha Khairani & Abi Waqqosh, 2025). This is consistent with Auva Tour's practice of prioritizing registration process convenience.

7. Physical Evidence: Image and Trust

Physical evidence in the form of office facilities, promotional media, and pilgrim activity documentation strengthens perceptions of professionalism and service transparency. This physical evidence serves as a trust indicator for prospective pilgrims and represents a commitment to providing honest and complete information. These findings are consistent with research concluding

that physical evidence influences perceptions of quality and credibility of umrah travel agencies (Satriawan., 2024).

Field findings indicate that the implementation of the 7P strategy has a significant influence on increasing consumer interest, particularly in terms of trust, comfort, and value perception. Products with high spiritual value can evoke feelings of security and sincerity in prospective pilgrims. Price transparency fosters fairness and reduces concerns. Easy access, both physically and digitally, accelerates the decision-making process, while educational promotions build a positive company image. Furthermore, people and process factors become the strongest determinants in creating loyalty. Empathetic service and simple procedures make the consumer experience more personal and meaningful. These results are consistent with findings by Rachmadana et al., (2023) stating that the application of sharia principles in the marketing mix can increase trust and customer loyalty through ethical approaches and religious values.

Thus, the 7P sharia marketing strategy implemented by Auva Tour is not only effective in economic aspects but also plays a role in building spiritual and emotional relationships between the company and consumers. The implementation of this strategy demonstrates that the success of sharia business does not only depend on promotion or price, but also on honesty, sincere service, and the inherent worship values within it.

D. Conclusion

This research finds that the success of PT Auva Eqtena Nahdha (Auva Tour) in facing competition in the Umrah travel industry lies in its ability to integrate sharia values with a structured digital marketing strategy through the 7P marketing mix. Key findings indicate that each element of the 7P not only functions as a marketing instrument but also as a means to build a complete worship experience for pilgrims. The products offered are not merely travel packages, but also spiritual guidance and mentorship that provide a sense of security and trust. Transparency is a key factor

strengthening customer loyalty, while strategic locations and easily accessible digital services expand consumer reach.

Furthermore, promotion based on testimonials and educational content has proven effective in building emotional connections and fostering public trust, especially among the younger generation who are more familiar with digital media. Friendly, patient, and empathetic human resources provide a personal touch that distinguishes Auva Tour from its competitors. Service processes that are simple, transparent, and compliant with government regulations demonstrate the company's commitment to both sharia compliance and professionalism. Physical evidence in the form of digital documentation, office facilities, and credible promotional materials strengthens the company's legitimacy in the eyes of consumers.

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