

ABSTRACT

This research is going to discuss about the application of Sharia marketing mix in increasing the volume of the users of Hajj and Umrah travel service (retrospective case series study on Hajj and Umrah travel agency of PT. ESQ Tours Travel). The focus Issues will be discussed below; (1) How is the application of Sharia marketing mix made by PT. ESQ Tours Travel, (2) How is the application of Sharia marketing mix increasing the volume of the users of Hajj and Umrah travel service in PT. ESQ Tours Travel.

This research was conducted by using a qualitative approach, qualitative research methods of descriptive analysis. Qualitative research is a study which is aimed to describe and analyze the phenomena, about social activities, attitudes, beliefs, perceptions, and thoughts of individual or collective people. So that, in the data deepening techniques the researchers used the observation method, in-depth interviews, and documentation of descriptive qualitative research method, the researcher can observe the process of applying sharia marketing mix in PT. ESQ Tours Travel.

Based on the results of the research it can be concluded that the PT. ESQ Tours Travel implements sharia marketing mix is very well. It can be seen from the way of the umrah service product presentation (production) that is clear and transparent, then leaving the price war (price) but it competes to provide the best service, then using its own office as marketing place (place) and free from ghasab, then promotion (promotion) according to sharia with excellent service, in order pilgrims to get satisfaction from carrying umrah by using PT. ESQ Tours Travel. ESQ Umrah pilgrim volume is more and more increasing every year up to 19.99%.

Keywords: Sharia Marketing Mix, Volume, Umrah pilgrims Improvement, PT. ESQ Tours Travel