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Dominant 5P Marketing Mix Elements Influencing *Umrah* Pilgrims' Interest

Mujahidah Nabilah Taufiqoh

Da'wah Management, Institut Islam Mamba'ul 'Ulum Surakarta, Indonesia

Yetty Faridatul Ulfah

Da'wah Management, Institut Islam Mamba'ul 'Ulum Surakarta, Indonesia

Muhammad Fathurrahman

Da'wah Management, Institut Islam Mamba'ul 'Ulum Surakarta, Indonesia

ABSTRACT

Purpose – This study aims to examine the partial and simultaneous effects of the 5P marketing mix elements—product, price, place, promotion, and people—on *Umrah* pilgrims' interest in selecting travel services at PT. Hajar Aswad Mubaroq Surakarta. It also seeks to identify the most dominant variable influencing pilgrims' interest.

Design/methodology/approach – This research employed a quantitative approach, with data collected from 90 respondents through structured questionnaires. The data were analysed by using statistical techniques, including t-tests to assess partial effects, F-tests to evaluate simultaneous effects, and the coefficient of determination (R^2) to measure explanatory power.

Findings – The results indicate that all five marketing mix elements significantly influence pilgrims' interest both partially and simultaneously. The F-test result shows a value of 22.092, with an R^2 of 54.2%, indicating that the model explains a substantial proportion of variance in pilgrims' interest. Among the variables, place is identified as the most dominant factor, followed by people, product, price, and promotion.

Research implications – These findings underscore the strategic importance of optimizing all elements of the 5P marketing mix, particularly place and people. Travel agencies are encouraged to enhance accessibility and strategic location, as well as improve the competence and service quality of human resources, in order to strengthen pilgrims' interest and competitiveness in the *Umrah* travel market.

Originality/value – This study contributes to the *Umrah* travel marketing literature by comprehensively examining the simultaneous and partial effects of the 5P marketing mix on pilgrims' interest in selecting Hajj and *Umrah* travel services, while identifying place as the most influential factor shaping customer interest.

Keywords Marketing Strategy, Marketing Mix, *Umrah* Pilgrims.

Paper type Research paper

1. Introduction

Marketing has been widely recognized as a pivotal driver of organizational sustainability and growth across industries, particularly within the service sector. Empirical evidence demonstrates that effective marketing strategies enable firms to cultivate positive brand perceptions, acquire new customers, and enhance customer retention rates (Jha, 2023; Sahu, et, al., 2024; Zhang, et, al., 2024). Given the intensifying competitive landscape of contemporary business environments, organizations must develop a nuanced understanding of market dynamics to ensure long-term viability and competitive advantage. Consequently, the formulation and implementation of robust marketing strategies emerge as a critical imperative for business sustainability and success.

In the *Umrah* pilgrimage services sector, the need for the right marketing strategy is becoming increasingly important. Mihailović & Popović (2018) argue that organizers are required to do more than just offer services; they must also have a deep understanding of the expectations (Jukova, 2024), needs and preferences of prospective pilgrims (Farzia & Darmawan, 2024). Intense competition among organizers means that innovative designs for services that meet standards and provide



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added value for customers are required. In this context, a strategic marketing approach can give companies a competitive edge when it comes to attracting pilgrims' interest.

The marketing mix concept is one of the most widely used approaches in developing marketing strategies. It provides a systematic framework for companies to design and implement comprehensive marketing strategies (Tomczak, et al., 2018). The marketing mix focuses on the controllable elements that companies can use to influence market demand for their products or services (Harikha, et al., 2024). This approach enables companies to develop targeted measures to attract consumers' attention.

The marketing mix concept evolved into the 5P strategy, encompassing five key elements: product, price, place, promotion and people (Išoraitė, 2016; Choudhury, 2020). The inclusion of 'people' reflects the importance of human resources in service industries (Kyambalesa, 2024), such as *Umrah* services, where interactions between providers and customers are crucial (Othman et al., 2019). These five elements are interrelated and must be managed together to create an excellent service experience. The 5P strategy enables companies to tailor their approach according to their own characteristics.

PT. Hajar Aswad Mubarak Surakarta is a *Umrah* service provider that strives to improve the quality of its services by implementing an integrated marketing strategy. The company's primary focus is on implementing the 5P marketing mix strategy to address the challenges and dynamics of prospective pilgrims' needs. By managing these five elements effectively, the company aims to increase public interest in its services. It is therefore important to examine how each element of the 5P strategy influences *Umrah* pilgrims' interest in the company.

The 5P marketing mix strategy is well-known and widely used in various service sectors, including tourism and public services (Fratu, 2020; Massie, 2024). However, its application in the context of *Umrah* pilgrimage services has not yet been the subject of specific and comprehensive research. In fact, the *Umrah* market has unique characteristics that set it apart from other service sectors. The lack of studies highlighting the implementation of this strategy calls its effectiveness in attracting pilgrims into question.

In practice, many *Umrah* organizers still rely on traditional approaches and empirical experience in designing their marketing strategies. Decision-making tends to be intuitive without being supported by systematic analysis of consumer behaviour (Floren, et al., 2019; Harun, et al., 2024). This results in various promotional efforts being carried out without a clear direction and cannot be evaluated scientifically. As a result, the optimal potential of marketing strategies has not been fully utilized.

Previous studies employing quantitative methodologies have predominantly examined the influence of the 5P marketing mix on consumer interest in purchasing specific products or utilizing particular services (Awam, et al., 2015; Sri Ulina, et al., 2024). In contrast, qualitative research has primarily focused on exploring the marketing strategies implemented to increase the number of *Umrah* pilgrims (Aisyah & Devy, 2025) as well as to enhance the development of advance funding products for *Umrah* travel (Tiana, et al., 2025).

Addressing the research gap concerning marketing strategies in *Umrah* services is critically important, particularly to establish a more systematic foundation for corporate decision-making. Currently, many marketing strategies are implemented based on intuition or conventional practices without rigorous, data-driven evaluation (Borges, et al., 2021; Jihua & Lin, 2024; Rosário & Cruz, 2025). By adopting a scientifically grounded approach, firms can mitigate the risks associated with trial-and-error methods. This is essential for enhancing the long-term effectiveness and sustainability of marketing strategies.

Moreover, a comprehensive understanding of the influence exerted by each component within the 5P marketing mix framework enables firms to develop more targeted and efficient strategies. Each element—product, price, place, promotion, and people—differentially shapes customer perceptions and behavior

(Gracia & Nugroho, 2024; Khoiriyah, et al., 2024). By discerning the most dominant driver, organizations can optimize resource allocation, thereby enhancing strategic precision. Such a focused approach not only improves operational efficiency but also directly elevates customer satisfaction and fosters long-term loyalty.

Based on this urgency, this research aims to: 1) Analyse the partial influence of each variable within the 5P marketing mix, encompassing product (X1), price (X2), place (X3), promotion (X4), and people (X5) on *Umrah* pilgrims' interest (Y) at PT. Hajar Aswad Mubaroq Surakarta, 2) Examine the simultaneous influence of all 5P marketing mix variables on *Umrah* pilgrims' interest at PT. Hajar Aswad Mubaroq Surakarta, 3) Identify the most dominant variable among the 5P marketing mix in shaping *Umrah* pilgrims' interest at PT. Hajar Aswad Mubaroq Surakarta. Furthermore, this study purposes not only to fill the gap in theoretical research, but also to provide practical benefits for companies in formulating more effective strategies. It is hypothesized that the results of this study, obtained through a quantitative approach, will provide an objective and measurable picture. The findings of this study can be used as a reference for future marketing decisions.

2. Method

2.1 Research Design

This study employed a quantitative research design with a correlational approach to examine the influence of the 5P marketing mix elements on *Umrah* pilgrims' interest. A correlational design is appropriate for identifying relationships between variables without manipulation (Miksza, et al., 2023). The research was conducted at PT Hajar Aswad Surakarta in December 2025. The population consisted of all *Umrah* pilgrims who performed the pilgrimage through PT Hajar Aswad between May and October 2025, totalling 1,193 individuals. The sampling technique used was non-probability sampling with a purposive sampling method, selecting respondents based on specific criteria relevant to the research objectives. The sample size was determined using Roscoe's rule of thumb, resulting in 90 respondents.

2.2 Research Instrument

Data were collected using a structured questionnaire designed to measure the variables under study. The instrument employed a five-point Likert scale, ranging from Strongly Agree, Agree, Neutral, Disagree, to Strongly Disagree, to capture respondents' perceptions of the 5P marketing mix elements and their interest in *Umrah* travel services.

2.3 Data Analysis

The collected data were analysed using SPSS software. Statistical techniques included the t-test to assess the partial effects of each independent variable, the F-test to evaluate the simultaneous effects of all variables, and the coefficient of determination (R^2) to measure the extent to which the independent variables explain the variance in the dependent variable.

2.4 Hypotheses Development

Based on the theoretical framework of the 5P marketing mix, this study proposes that each element—product, price, place, promotion, and people—has a significant influence on *Umrah* pilgrims' interest. Accordingly, the hypotheses are formulated as follows:

H1: Product of 5P Marketing Mix has a positive and significant influence on *Umrah* pilgrims' interest.

H2: Price of 5P Marketing Mix has a positive and significant influence on *Umrah* pilgrims' interest.

H3: Place of 5P Marketing Mix has a positive and significant influence on *Umrah* pilgrims' interest.

H4: Promotion of 5P Marketing Mix has a positive and significant influence on *Umrah* pilgrims' interest.

H5: People of 5P Marketing Mix has a positive and significant influence on *Umrah* pilgrims' interest.

3. Results and Discussion

3.1 Normality Test

Normality of the residuals is assessed by using the Kolmogorov-Smirnov test. A significance value ($p > 0.05$) indicates that the residuals are normally distributed, whereas a significance value ($p < 0.05$) suggests a deviation from normality. The results of the Kolmogorov-Smirnov normality test, conducted using SPSS version 25, are presented in the following table.

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			90
Normal Parameters ^a	Mean		.0000000
	Std. Deviation		1.53916557
Most Extreme Differences	Absolute		.131
	Positive		.131
	Negative		-.054
Kolmogorov-Smirnov Z			1.240
Asymp. Sig. (2-tailed)			.092

a. Test distribution is Normal.

Based on the results of the normality test, the obtained significance value is 0.092, which exceeds the threshold of 0.05. This indicates that the data are normally distributed and thus appropriate for further statistical analysis within the scope of this study.

3.2 Multicollinearity Test

Multicollinearity testing is employed to examine the presence of intercorrelations among the independent variables within a regression model. The table below presents the results of the multicollinearity analysis conducted in this study.

Table 2. Multicollinearity Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-11.832	3.834		-3.086	.003		
Product	.248	.114	.183	2.181	.032	.726	1.377
Price	.434	.154	.223	2.815	.006	.819	1.222
Place	.315	.125	.208	2.514	.014	.751	1.332
Promotion	.452	.130	.294	3.487	.001	.725	1.379
People	.257	.098	.202	2.616	.011	.865	1.156

a. Dependent Variable: Purchase Intention

The results of the multicollinearity test above indicate that all five independent variables exhibit Tolerance values greater than 0.1 and Variance Inflation Factor (VIF) values below 10. These findings suggest the absence of multicollinearity among the independent variables in the regression model.

3.3 T-Test

The t-test is utilized to assess the individual influence of each independent variable on the dependent variable. This test involves comparing the computed t-value with the critical t-value (t-table). In this study, with a sample size of 90 respondents and a total of six variables, the degrees of freedom ($df = n - k$) amounted to 84. At a significance level of $\alpha = 0.05$, the corresponding critical t-value was 1.66320.

Table 3. T-Test Result
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-15.230	4.841		-3.146	.002
	Product	.274	.105	.217	2.605	.011
	Price	.368	.151	.199	2.435	.017
	Place	.483	.120	.324	4.030	.000
	Promotion	.290	.129	.184	2.247	.027
	People	.413	.104	.325	3.988	.000

a. Dependent Variable: Purchase Intention

Based on the results of the partial t-test, all independent variables demonstrated a significant influence on *Umrah* pilgrims' interest. This is indicated by the *t-statistic* values exceeding the critical *t-table* value (1.663) and significance levels below 0.05. Specifically, product ($t = 2.605$; $p = 0.011$), price ($t = 2.435$; $p = 0.017$), place ($t = 4.030$; $p = 0.000$), promotion ($t = 2.247$; $p = 0.027$), and people ($t = 3.988$; $p = 0.000$) each have a partial and statistically significant effect on the interest of *Umrah* pilgrims.

3.4 F-Test

The F-test is employed to examine the simultaneous influence of the independent variables on the dependent variable. This test is conducted by assessing the significance value; if the significance value is less than 0.05, it indicates that the independent variables jointly exert a statistically significant effect on the dependent variable. The results of the F-test in this study are presented in the table below.

Table 4. F-Test Result
ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	277.256	5	55.451	22.092	.000 ^a
	Residual	210.844	84	2.510		
	Total	488.100	89			

a. Predictors: (Constant), PEOPLE, PRICE, PLACE, PRODUCT, PROMOTION

b. Dependent Variable: PURCHASE INTEREST

Based on the F-test results presented above, the significance value is 0.000. Since this value is less than 0.05, it can be concluded that the independent variable: product, price, place, promotion, and human resources—have a simultaneous and statistically significant effect on the dependent variable, which is the interest of *Umrah* pilgrims.

3.5 Determination Test (R²)

The coefficient of determination test is used to measure the extent to which the model or independent variables can explain the variance of the dependent variable. A higher R value indicates a greater explanatory power of the independent variables in accounting for variations in the dependent variable. Conversely, a lower R value reflects a more limited ability to explain the dependent variable. The results of the coefficient of determination test in this study are presented in the table below.

3.6 Discussion

The research aims to analyse the partial influence of each variable within the 5P marketing mix, encompassing product (X1), price (X2), place (X3), promotion (X4), and people (X5) on *Umrah* pilgrims' interest (Y) at PT. Hajar Aswad Mubaroq Surakarta. The results reveal that: First, the T-test for the product variable yielded a t-value of 2.605, which exceeds the critical t-value of 1.663, with a significance level of 0.011 ($p < 0.05$). This result confirms that the product variable has a statistically significant partial effect on the interest of *Umrah* pilgrims at PT. Hajar Aswad Mubaroq Surakarta, thereby supporting the proposed hypothesis. The data analysis affirms the hypothesis that product influences pilgrims' interest. This finding is consistent with the study by Winanda et al., (2024), which reveal that product has a significant and positive partial effect on purchase intention.

Second, the T-test for the price variable yielded a t-value of 2.435, which is greater than the critical t-value of 1.663, with a significance level of 0.017 ($p < 0.05$). This result demonstrates that the price variable has a statistically significant partial effect on the interest of *Umrah* pilgrims at PT. Hajar Aswad Mubaroq Surakarta, thereby supporting the hypothesis. The data analysis confirms the hypothesis that price influences pilgrims' interest. This finding aligns with the results of Nurhidayah's (2024) study, showing that price has a significant partial effect on consumer purchase intention.

Third, the T-test for the place variable yielded a t-value of 4.030, which exceeds the critical t-value of 1.663, with a significance level of 0.000 ($p < 0.05$). This finding confirms that the place variable has a statistically significant partial effect on the interest of *Umrah* pilgrims at PT. Hajar Aswad Mubaroq Surakarta, thus supporting the hypothesis. The analysis supports the hypothesis that place influences pilgrims' interest. This is consistent with Tania's (2022) findings, demonstrating that a strategic location has a significant and positive partial effect on *Umrah* pilgrims' interest.

Fourth, the T-test for the promotion variable yielded a t-value of 2.247, which is greater than the critical t-value of 1.663, with a significance level of 0.027 ($p < 0.05$). This indicates that the promotion variable has a statistically significant partial effect on the interest of *Umrah* pilgrims at PT. Hajar Aswad Mubaroq Surakarta, thereby supporting the hypothesis. The analysis reveals the proposed hypothesis that promotion influences pilgrims' interest. This result is in line with the findings of Andriyani et al., (2021), whose study demonstrated that promotion has a significant partial effect on individuals' purchase intention.

Fifth, the T-test results for the human resources variable show a t-value of 3.988, which is greater than the critical t-value of 1.663, with a significance level of 0.000 ($p < 0.05$). This indicates that the people variable has a statistically significant partial effect on the interest of *Umrah* pilgrims at PT. Hajar Aswad Mubaroq Surakarta, thereby supporting the hypothesis. The analysis confirms the hypothesis that human resources influence pilgrims' interest. This finding is consistent with the study by Ande et al., (2024), which indicates that staff competence and behavior significantly influence consumers' decisions to use *Umrah* services.

Other findings also conclude that the results of the F-test indicate a significance value of 0.000, which is less than 0.05. This suggests that the independent variables in this study: product, price, place, promotion, and human resources have a simultaneous and statistically significant influence on the interest of *Umrah* pilgrims at PT. Hajar Aswad Mubaroq Surakarta. Furthermore, based on the R^2 value, these independent variables collectively explain 54.2% of the variance in the dependent variable, while the remaining 45.8% is accounted for by other factors not examined in this study.

The last analysing data show that among the 5P marketing mix variables, Place exerts the most dominant influence on the interest of *Umrah* pilgrims, with a t-value of 4.030. This is followed by People (3.988), Product (2.605), Price (2.435), and Promotion (2.247). Upadhyaya et al (2018) highlight that ease of access and

effective distribution channels play a crucial role in shaping consumer purchase decisions, especially within trust-based services like religious tourism. This is reinforced by the findings of Farzia & Darmawan (2024) who report that the strategic placement of travel agencies significantly affects consumers' intentions to utilize *Umrah* services. Effective placement ensures that the services are accessible to potential customers, thereby influencing their intention to utilize *Umrah* services. By optimizing their location and distribution channels, the agency can better meet customer needs and preferences, ultimately leading to increased patronage and satisfaction compared to competitors.

4. Conclusion

This study highlights the strategic role of the 5P marketing mix in shaping consumers' interest in religious travel services within an increasingly competitive global market. Rather than functioning independently, the elements of product, price, place, promotion, and people operate as an integrated system that collectively influences decision-making processes. These findings reinforce the relevance of a holistic marketing approach in service-based industries, particularly those involving high emotional and spiritual engagement such as *Umrah* travel.

An interesting finding of this study lies in the prominence of "place" as a key driver of consumer interest, indicating that accessibility, convenience, and service environment remain highly influential even in the digital era. Additionally, the strong contribution of "people" suggests that human interaction and service quality continue to be critical factors in building trust and engagement in religious tourism contexts. However, this study has several limitations. First, the use of a quantitative approach limits deeper exploration of pilgrims' subjective experiences and motivations. Second, the sample size and sampling technique may constrain the generalizability of the findings to broader populations. Third, the study focuses on a limited set of variables, which may not fully capture other potential determinants such as digital engagement, brand trust, or religious motivation.

In terms of practical recommendations, service providers are encouraged to prioritize the integration of physical accessibility and high-quality human resources as part of their marketing strategies, while maintaining balance across all elements of the 5P framework. From an academic perspective, future research is recommended to adopt mixed-method or qualitative approaches to gain deeper insights into consumer behavior, as well as to incorporate additional variables and broader samples to enhance the robustness and generalizability of findings in the context of religious tourism and service marketing.

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Corresponding author

Mujahidah Nabilah Taufiqoh can be contacted at: mujahidahnbh@gmail.com