

**THE INFLUENCE OF MARKETING MIX ON THE INCREASE IN THE NUMBER OF
PROSPECTIVE UMRAH PILGRIMS AT PT. BIMALYNDU HAJAR ASWAD
BUKITTINGGI CITY**

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Abstract

This article discusses the influence of the marketing mix (marketing mix) on increasing the number of prospective Umrah pilgrims at PT. Bimalyndo Hajar Aswad, City of Bukittinggi, the main problem raised in this article is the lack of interaction between employees of the Umrah travel service provider, namely PT. Bimalyndo Hajar Aswad for prospective service users who have not used Umrah travel services and there is no increase in the number of prospective Umrah pilgrims using tour travel services. The purpose of this study was to determine the effect of the marketing mix on increasing the number of prospective Umrah pilgrims and to find out the efforts made by PT. Bimalyndo in increasing the number of prospective pilgrims. This research is a quantitative research, which can be interpreted as a method based on the philosophy of positivism, used to examine certain populations or samples. The results showed that the multiple linear regression test obtained a constant value of 1.662, the regression coefficient on the Product variable was 0.201/20.1%, Promotion was 0.307/30.7%, Price was 0.351/35.1%, Place was 0.269/26.9%. Process 0.419/41.9%, Human 0.360/36%, and Physical Evidence 0.314/31.4%. This shows that if every 1% increase in the independent variable, it will affect the increase in Umrah Pilgrims Candidates by the value of the regression coefficient. For the test results the Coefficient of Determination (R²) is 78.1%, there are still other variables that can influence the increase in the number of prospective Umrah pilgrims by 21.9%. This means that this research can still be developed and studied to completion in order to get the effect of the overall value on the Increase in the Number of Prospective Jama'ah. PT. Bimalyndo can analyze more deeply regarding opportunities and steps that must be taken to attract customers by using the marketing mix reference theory in the service sector so that his efforts to increase the number of Umrah pilgrims in his company can be achieved.

Keywords: Influence, Marketing Mix, Increasing Prospective Pilgrims Umrah

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Abstrak

Postingan ini mangulas mengenai akibat bauran penjualan(markrtng mix) kepada kenaikan jumlah calon jamaah umrah di PT. Bilmalyndo Gasak Aswad Kota Bukittinggi, utama permasalahan yang dikemukakan dalam postingan ini merupakan Sedikitnya interaksi antara pegawai fasilitator pelayanan travel umrah ialah PT. Bilmalyndo Gasak Aswad kepada calon konsumen pelayanan yang belum memakai pelayanan travel umrah serta tidak adanya ekskalasi jumlah calon jamaah umrah yang memakai pelayanan tour travel. Tujuan dari riset ini merupakan mengenali akibat bauran penjualan kepada kenaikan jumlah calon jamaah umroh serta Buat mengenali usaha yang dicoba PT. Bimalyndo dalam tingkatan jumlah calon jamaah. Riset ini ialah riset kuantitatif, yang bisa dimengerti selaku tata cara bersumber pada filosofi positivisme, yang dipakai buat mempelajari sesuatu populasi ataupun ilustrasi. khusus. Hasil riset membuktikan kalau percobaan regresi linear berganda mendapatkan angka konstanta 1, 662, koefisien regresi pada elastis Produk 0, 201 atau 20, 1%, Advertensi 0, 307 atau 30, 7%, Harga 0, 351 atau 35, 1%, Tempat 0, 269 atau 26, 9%. Cara 0, 419 atau 41, 9%, Orang 0, 360 atau 36%, serta Fakta Raga 0, 314 atau 31, 4%. Perihal ini membuktikan kalau bila tiap ekskalasi 1% pada elastis bebas, hingga hendak pengaruhi Kenaikan Calon Jama' ah Umroh sebesar angka koefiien regresinya. Buat hasil percobaan Koefisien Pemastian(R²) sebesar 78. 1%, Sedang ada elastis lain yang bisa jadi akibat Kenaikan Jumlah Calon Jama' ah Umroh sebesar 21, 9% Maksudnya riset ini sedang bisa dibesarkan serta dikaji sampai berakhir buat memperoleh angka akibat dengan cara totalitas kepada Kenaikan Jumlah Calon Jama' ah. Seharusnya PT. Bimalyndo bisa menganalisa lebih dalam terpaut kesempatan serta langkah- langkah yang wajib dicoba buat menarik customer dengan memakai referensi filosofi marketing mix aspek pelayanan supaya usahanya dalam tingkatan jumlah jama' ah umroh disperusahaannya bisa berhasil.

Kata Kunci : *Pengaruh, Bauran Pemasaran (Marketing Mix), Peningkatan Calon Jama'ah Umroh*

INTRODUCTION

Hajj is the oldest worship attempted by God in nature. This worship is not only prescribed since the era of the Apostle Ibrahim alaihissalam who reportedly lived close to 1997-1822 BC. This translates to nearly 40 eras. But in one of the narrations it is said that Allah SWT made the Kaaba as a place of worship because the Apostle Adam alaihissalam and his wife were not sent to nature. (Ahmad Sarwat, 2011)

Allah Almighty says in Surah Ali-Imran section 97:

لَيْسَ بِبِلَا وَمَنْكَفَرٍ فَإِنَّ اللَّهَ يُغْنِي عَنِ الْعُلَمَاءِ فِيهِ إِتْبَاعُكُمْ مَقَامُ بَرِّ هَيْمُو مَدْخَلُهُ كَانَ ءَامِنًا وَلِلَّهِ عَلَانَا سَجْدًا لِّبَيْتِهِمْ نَاسِطًا عَا

It means: "To him there is a clear gesture, (among others) the maqam of Abraham; whoever enters it (Baitullah) is safe; Performing Hajj is the role of people to Allah, namely (for) people who are able to carry out expeditions to

Jerusalem. Whoever entangles (the role of Hajj), until actually Allah is Almighty (does not need anything) from the sarwa of nature". (Ministry of Religious Affairs of the Republic of Indonesia)

In general, Indonesian believers perform Umrah at the Taboo Mosque of Saudi Arabia through the tourist expedition service (A.-A. Amin & Taufiq, 2023) or special travel organizes umrah expedition services that are widely available throughout Indonesia. Establishing a Hajj and Umrah expedition service is a very great action because it is not only doing business, it also ushers in the good wishes of God's servants who want to go to a clean place to perform Hajj or Umrah. PT. Bimalyndo Gasak Aswad is one of the agencies that helps sponsor Hajj and Umrah in the city of Bukittinggi.

Along with the progress of customer requests and requests and the instantaneous increase in the number of clients, of course, it continues to be a lot of competition experienced by the travel industry or the PT industry. Bimalyndo Gasak Aswad. This requires this industry to be able to compete with other expeditionary services to then serve and distribute services to servants of God who want to perform Umrah.

Based on data obtained from Father H. Mukhlis as a direction at PT. Bimalyndo Gasak Aswad Bukittinggi Agent Office, there is a shrinkage in the number of pilgrims who want to perform Umrah. There is also an explanation submitted by Father H. Mukhlis from the results of the author's question and answer as early monitoring in this research can be observed as well as the next: "PT. Bimalyndo Gasak Aswad in the last few years there has indeed been a shrinkage in the number of pilgrims who enter themselves to perform Umrah through our travel services. Many aspects trigger the shrinkage of the number of pilgrims who record it. Starting from the early hours of 2020 to 2022, there were ups and downs in the number of pilgrims who recorded. In 2020 all citizens of the earth again faced the Covid-19 outbreak, there was a separation of the number of pilgrims who wanted to depart from each country by Saudi Arabia to prevent the spread of the Covid-19 virus. In the following year, our industry is getting used to sending pilgrims after the Covid-19 outbreak. The absence of marketing power in our agent office is also an obstacle and we want to look seriously in the future. Strong competition is also established in the industrial environment we work in, as a result it needs to be publicized in a better way our company to citizens so that it can compete with the existence of marketing power tomorrow." (H. Mukhlis, 2023)

From the results of the question and answer, the author also obtained information on the number of Umrah pilgrim clients who use travel services at PT. Bimalyndo Gasak Aswad Agen Bukittinggi from 2020-2022, can be observed as well as the following:

Table 1
Dates Jumlah Jamaah Umroh Tahun 2020-2022
Tue PT. Bimalyndo Hajar Aswad

Moon	Number of Umrah Registrants / Year		
	2020	2021	2022
January	8	22	16
February	10	25	12
Maret	5	20	19
April	7	25	23
From	6	23	17
June	8	21	12
July	10	18	18
Agustus	11	19	15
September	5	14	15
October	8	17	19
November	9	26	20
December	12	23	21
Total Jamaah	109	253	207

Source : *The results of an interview with Mr. H. Mukhlis, Chairman of PT. Bimalyndo Hajar Aswad Bukittinggi Branch Office.*

From the explanation above, it is understandable that there are ups and downs in the number of pilgrims who record Umrah using travel services at PT. Bimalyndo Gasak Aswad. Starting in 2020 there were 109 pilgrims departing, in 2021 there were 253 pilgrims and faced an escalation in the number of clients using its travel services. Next, the number of pilgrims who recorded a decline in 2022.

With the information already presented, it matches the results of the author's questions and answers at the direction of PT. Bimalyndo Gasak Aswad. Until the author views the incident in the industry as the main case that really needs to be studied. There are also incidents that are intertwined are the lack of employee interaction with prospective clients, and there is no escalation in the number of clients who use Umrah travel services at PT. Bimalyndo Gasak Aswad. The author uses the marketing mix philosophy as a philosophical basis to examine this matter, so that tomorrow it can be an estimation material to be able to overcome phenyphenene.

From that framework, until then the author will pour in an objective post entitled **"The Effect of Marketing Mix on the Increase in the Number of Prospective Umrah Pilgrims at Pt. Bimalyndo Hajar Aswad Kota Bukittinggi"**.

RESEARCH METHODS

This type of research is quantitative research, which can be understood as a method Research is based on the philosophy of positivism, which is used to study populations or special illustrations. Collection of information using research, quantitative or statistical information analysis equipment, with the aim of testing assumptions. (Sugiono, 2008). This research uses basic information and inferior information combined to achieve research goals.

This research was tried by direct method down to the research subject at PT. Bimalyndo Gasak Aswad, who is on the Road. Cemp. Raya, Campago Ipuh, Kec. Mandiangin Koto Selayan, Bukittinggi City, West Sumatra 26117.

This research was tried with an estimated duration of 5 months, namely from February 2023 to July 2023. The main information is the basis of data obtained directly from the place of research or research points. The information below for this research was combined with providing questionnaires to prospective Hajj and Umrah associations at PT. Bimalyndo Gasak Aswad Bukittinggi City.

In this post, the inaugurated population is Umrah pilgrims who have performed their worship by using travel tour services at PT. Bimalyndo Gasak Aswad Bukittinggi City. There are also many pilgrims who have completed the Umrah worship using this industrial service with a span of 2020-2022 or the last 3 years totaling 569 pilgrims.

The illustration in this research is to be determined by the Solvin method. The Slovin method was chosen because it may be a measurable strategy to ensure that the bottom test with an alibi takes into account the population level to be illustrated. (Non-probability testing strategies are in the form of testing with points, special for but tests with estimates or special benchmarks. (Ni Putu Cantik, 2014). In a mathematical way, the slovin method is written with $n = \frac{N}{1 + N e^2}$ or $n = \frac{N}{1 + (N \times e^2)}$. In that method, there are elements of the method such as n , N , and e . Next is the explanation:

$$n = \frac{N}{1 + N e^2}$$

n : is the number of samples searched

N : is the total population

e : is the tolerable margin of error.

In this research, there are 569 Umrah pilgrims who have used PT. Bimalyndo Gasak Aswad Kota Bukittinggi, with an error limit of 10%. If the population size is included in the method until it wants to be so is the next:

$$\begin{aligned} n &= \frac{N}{1 + N e^2} \\ n &= \frac{569}{1 + 569 (0,1)^2} \\ n &= \frac{569}{1 + 569 (0,01)} \end{aligned}$$

$$n = \frac{569}{1 + 5,7}$$

$$n = \frac{569}{6,7}$$

$$n = 84,92 = 85$$

Based on the results of calculations in the determination of salmpel using the Solvin method, an illustration has been inaugurated in this research with a total of 85 people who have used Umrah travel tour services at PT. Bimalyndo Gasak Aswad Bukittinggi City.

In this research the research variables are broken down into 2 groups, namely elastic freely (independent) and elastic bound (dependent).

1. Elastic free(free): Product(X1), Advertisement(X2), Price(X3), Position(X4), Way(X5), People(X6), Fact of Race(X7).
2. Elastic bound(dependent): Juamalah Ascension of Umrah Pilgrim Candidates (Y).

Table 2
Variable than Research Indicators

Variable	Definition	Indicators	Measurement Scale
Products (X1)	Everything that is held and can relieve consumer willingness is said with the product	-service -Diversity of goods -Quality	Measured by questionnaire scale Likert.
Promotion (X2)	Advertising is a form of conveying Sales intended to influence, invite customers to want to buy products held by PT. Bimalyndo Gasak Aswad	- Personal Selling -Banner advertising -Sales promotion (<i>display</i>)	Measured by questionnaire scale Likert.
Price (X3)	Price is the total amount always to obtain objects or services.	-Price List -Discounts -Standard price	Measured by questionnaire scale Likert.
Location (X4)	The position is where the Industry carries out various activities to make products accessible and available to customers.	-Strategic location -Easy transportation - parking lot	Measured by questionnaire scale Likert.
Process	Method is an action	-Flow of activities	Measured by

(X5)	that arises how administration is handed over to consumers when buying goods. The head of the clinic, through a state-of-the-art operator, in an orderly manner distributes various services to attract consumers.	-Task schedules -Routine	questionnaire scale Likert.
Human (X6)	Participants are understood as employees of the service and marketing department, or many people who directly or indirectly participate in the way of the service itself, listed receptionists.	-Employees -Recruiting -Training -Motivation -Reward -Teamwork -Customer -Communication	Measured by questionnaire scale Likert.
Physical Evidence (X7)	The physical area is a condition or situation in which the office atmosphere is also listed which is the place where the Umrah travel tour service operates.	-Facility Design -Equipment -Signage	Measured by Likert questionnaire scale.
Increase in Juamalah Prospective Umrah Pilgrims (Y)	The provision to use reverse service is the customer's action to want to return to using the service or not to the products offered at PT. Bimalyndo Gasak Aswad.	-Stability -Recommendations to others -Repurchase	Measured by questionnaire scale Likert.

RESULTS AND DISCUSSION

The t-test intends to recognize the effect of each free elastic to a finite elastic. The t experiment is tried by equating the number t of quantities with t charts.

Furthermore, the results of the experiment t were sourced from information processed with IBM SPSS type 26:

Bagan 3
Partial t Experiment Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.662	0.540		4.611	0.016
	Produk_X1	0.201	0.080	0.241	2.527	0.014
	Promosi_X2	0.370	0.095	0.382	3.885	0.000
	Harga_X3	0.351	0.082	0.397	4.282	0.000
	Tempat_X4	0.269	0.087	0.280	2.762	0.012
	Proses_X5	0.419	0.123	0.299	3.394	0.001
	Manusia_X6	0.360	0.080	0.387	4.489	0.000
	Bukti Fisik_X7	0.314	0.090	0.311	3.470	0.001

The steps in testing the t experiment include:

1. If $t\text{-count} \leq t\text{-table}$ or experimental significance numbers $t \geq 0.05$ to H_0 are obtained, it means that independent variables in a partial way do not affect the finite elastic.
2. If $t\text{-calculate} \geq t\text{-table}$ or experimental significance numbers $t \leq 0.05$ to H_1 are obtained, it means that independent variables in a partial way affect the finite elastic. The method to find the t-table is as follows:

$t\text{-table} = \text{or } 2; n - k$

Explanation:

$\alpha = 0, 1 (10\%)$

$n = \text{number of samples}$

$k = \text{elastic amount (free + bound)}$

Until known t -table = 0, 1 or 2; $85 - 8 = 0.05$; $77 = 1.664$ (from the percentage point distributed t)

Until it is known, the number t -table is 1.664. Create a description of the regression form in the chart above as follows:

1. Due to Product Elastic to the Increase in the Number of Umrah Candidates at PT. Bimalyndo Gasak Aswad can be observed in chart 3. Where elastic Products have numbers t -count some 2,527 $\geq$ t -table some 1,664 and sig some 0,014 $\leq$ 0,05. This matter states if H_1 is obtained or H_0 is rejected, meaning elastic Products in a partial way affect the variability of the increase in the number of prospective Umrah pilgrims.
2. Due to Elastic Advertising to the Increase in the Number of Umrah Candidates at PT. Bimalyndo Gasak Aswad can be observed in chart 3. Where elastic advertising has a t -count number some 3.885 $\geq$ t -table some 1.664 and sig some 0,000 $\leq$ 0.05. This matter reports that if H_1 is obtained or H_0 is rejected, it means that elastic advertising in a partial way affects the variability of the escalation of the number of prospective Umrah pilgrims.
3. Due to Price Elastic to the escalation of the Number of Prospective Umrah Jama' ah at PT. Bimalyndo Gasak Aswad can be observed in chart 3. Where the price elastic has a number t -calculate some 4,282 $\geq$ t -table some 1,664 and sig some 0,000 $\leq$ 0,05. This matter reports if H_1 is obtained or H_0 is rejected, meaning elastic Price in a partial way affects the variability of the escalation of the number of prospective Jama' ah Umrah.
4. Due to the Elastic Place to the Increase in the Number of Prospective Umrah Pilgrims at PT. Bimalyndo Gasak Aswad can be observed in chart 3. Where elastic Place has numbers t -count some 2,762 $\geq$ t -table some 1.664 and sig some 0,012 $\leq$ 0.05. This matter reports that if H_1 is obtained or H_0 is rejected, it means that the elasticity of the Place partially affects the variability of the escalation of the number of prospective Umrah pilgrims.
5. Elastic Consequences of Ways to Increase the Number of Prospective Umrah Pilgrims at PT. Bimalyndo Gasak Aswad can be observed in chart 3. Where elastic Cara has a number t -count some 3,394 $\geq$ t -table some 1.664 and sig some 0,001 $\leq$ 0.05. This matter reports that if H_1 is obtained or H_0 is rejected, it means elastic The method partially affects the variability of the escalation of the number of candidates for Umrah pilgrims.
6. The Impact of Elastic People to the Increase in the Number of Prospective Umrah Pilgrims at PT. Bimalyndo Gasak Aswad can be observed in chart 3. Where elastic People have numbers t -count some 4,489 $\geq$ t -table some 1.664 and sig some 0,000 $\leq$ 0.05. This matter reports that if H_1 is obtained or H_0 is rejected, it means that it is elastic People in a partial way affects the variability of the escalation of the number of candidates for Umrah pilgrims.

7. The Elastic Consequences of Physical Facts to the Increase in the Number of Umrah Pilgrims at PT. Bimalyndo Gasak Aswad can be observed in table 3. Where elastic Fact Raga has a number t- count some 3, 470 $\geq$ t- table some 1.664 and sig some $0.001 \leq 0.05$. This matter reports that if H_1 is obtained or H_0 is rejected, it means that the elasticity of the Physical Facts in a partial way affects the variability of the escalation of the Number of Umrah Jama' ah Candidates.

Bagan 4
Results of Simultaneous Experiment F

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	26.101	7	3.729	39.241	0.000
	Residual	7.316	77	0.095		
	Total	33.417	84			
a. Dependent Variable: Increase in the Number of Prospective Jama'ah Umroh_Y						
b. Predictors: (Constant), Product (X1), Promotion (X2). Price (X3), Place (X4), Process (X5), Human (X6), Physical Proof (X7)						

Source : IBM SPSS version 26 data processing output, data processed in 2022.

Based on the test results in chart 4 above, the F number of the number is 39, 241 and the F number of the chart is 3.10 as a result of the number $F_{number} \geq F$ of the chart and important levels of $0, 000 \leq 0, 1$ to H_0 are rejected and H_1 is obtained. Until it can be concluded that elastic has not been affected by elastic product (X1), Advertisement (X2). Price(X3), Place(X4), Cara(X5), People(X6), Fact of Raga(X7) in a simultaneous way (simultaneous) affect the Increase in the Number of Prospective Umrah Jama' ah (Y) at PT. Bimalyndo Gasak Aswad Bukittinggi City.

The Assurance coefficient experiment is used to report the percentage of free elastic to finite elastic. The test results of the assurance coefficient are presented in the next chart:

Bagan 5
Experimental Results of Assurance Coefficient(R₂)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	0.884 a	0.781	0.761	0.30825
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Based on the chart above, it can be seen that the number of the coefficient of assurance (R^2) obtained is 0.781. This proves that due to elastic product (X_1), Advertisement (X_2). Price(X_3), Place (X_4), Method (X_5), People (X_6), and Facts of Body (X_7) in a sustainable way of 78.1% to the attention of Hajj for residents of Bukittinggi City. On the contrary, the excess 21.9% increase in the number of prospective Umrah pilgrims is being influenced by other elastics.

1. What is the impact of the sales mix (marketing mix) to the increase in the number of prospective Umrah pilgrims at PT. Bimalyndo Gasak Aswad Bukittinggi City
 - a. Multiple Linear Regression Experiment

The results of this research prove that the number of Product regression coefficient (X_1) of 0.201 proves that every 1% escalation on the elastic of the Product to want to affect the Increase in Umrah Jama' ah Candidates by 0.201 or similar to 20.1%. As a result, the number of products continues to increase until it continues to increase the number of prospective Umrah pilgrims at PT. Bimalyndo Gasak Aswad Bukittinggi City.

The number of Advertisement regression coefficient (X_2) of 0.370 proves that every 1% escalation in the elastic of Advertisement to affect the Increase in Umrah Jama' ah Candidates by 0.370 or similar to 37%. As a result, the number of advertisements continues to increase until it continues to increase the number of prospective Umrah pilgrims at PT. Bimalyndo Gasak Aswad Bukittinggi City.

The price regression coefficient (X_3) of 0.351 proves that every 1% escalation in the price elastic to affect the increase in Umrah Jama' ah candidates by 0.351 or similar to 35.1%. As a result, the price continues to increase until it continues to increase the number of prospective Umrah pilgrims at PT. Bimalyndo Gasak Aswad Bukittinggi City.

The number of Place regression coefficient (X_4) of 0.269 proves that every 1% escalation on the elasticity of the Place to affect the Increase in Umrah Jama' ah Candidates by 0.269 or similar to 26.9%. As a result, the number of places continues to increase until it continues to increase the number of prospective Umrah pilgrims at PT. Bimalyndo Gasak Aswad Bukittinggi City.

The number of the Regression Coefficient of Cara(X_5) of 0.419 proves that every 1% escalation on the elastic of the Method to affect the Increase in Umrah Jama' ah Candidates by 0.419 or similar to 41.9%. As a result, the number of Ways continues to increase until it continues to increase the number of Umrah Jama' ah Candidates at PT. Bimalyndo Gasak Aswad Bukittinggi City.

The number of regression coefficient of People (X_6) of 0.360 proves that every 1% escalation in the elasticity of People to want to influence the Increase in

Umrah Jama' ah Candidates by 0.360 or similar to 36%. As a result, the number of people continues to increase until it continues to increase the number of prospective Umrah pilgrims at PT. Bimalyndo Gasak Aswad Bukittinggi City.

The number of regression coefficients of Fact Raga (X7) of 0.314 proves that every 1% escalation in the elastic of Physical Facts to want to affect the increase in Umrah Jama' ah Candidates by 0.315 or similar to 31.4%. As a result, the number of Physical Facts continues to increase until it continues to increase the number of Umrah Jama' ah Candidates at PT. Bimalyndo Gasak Aswad Bukittinggi City.

b. Partial t experiment

The results of the Partial t experiment prove that the effect of Product Elastic to the Increase in the Number of Umrah Pilgrims at PT. Bimalyndo Gasak Aswad where elastic products have numbers t- count some 2, 527 $\geq$ t- table some 1, 664 and sig some 0, 014 $\leq$ 0.05.

This matter reports if H_1 is obtained or H_0 is rejected, meaning that the elastic product in a partial way affects the variability of the increase in the number of prospective Umrah pilgrims.

Due to Elastic Advertising to the Increase in the Number of Umrah Candidates at PT. Bimalyndo Gasak Aswad where elastic advertent has a t- count number of some 3.885 $\geq$ t- table some 1.664 and sig some 0, 000 $\leq$ 0.05.

This matter reports that if H_1 is obtained or H_0 is rejected, it means that elastic advertising in a partial way affects the variability of the increase in the number of prospective Umrah pilgrims.

Due to Price Elasticity to the Increase in the Number of Prospective Umrah Pilgrims at PT. Bimalyndo Gasak Aswad where elastic Price has a number t- calculate some 4, 282 $\geq$ t- table some 1.664 and sig some 0, 000 $\leq$ 0.05.

This matter reports if H_1 is obtained or H_0 is rejected, meaning elastic Price in a partial way affects the variability of the Increase in the Number of Umrah Pilgrims.

Due to the Elastic Place to the Increase in the Number of Prospective Umrah Pilgrims at PT. Bimalyndo Gasak Aswad where elastic Place has a number t- count some 2, 762 $\geq$ t- table some 1, 664 and sig some 0, 012 $\leq$ 0.05.

This matter reports that if H_1 is obtained or H_0 is rejected, it means that the elastic of the Place partially affects the variability of the Increase in the Number of Umrah Pilgrims.

Elastic Consequences of Ways to Increase the Number of Prospective Umrah Pilgrims at PT. Bimalyndo Gasak Aswad where elastic Cara has a number t- count some 3, 394 $\geq$ t- table some 1, 664 and sig some 0, 001 $\leq$ 0.05.

This matter reports if H_1 is obtained or H_0 is rejected, meaning elastic The method partially affects the variability of the increase in the number of prospective Umrah pilgrims.

The Impact of Elastic People to the Increase in the Number of Prospective Umrah Pilgrims at PT. Bimalyndo Gasak Aswad where elastic People have numbers t -count some 4,489 $\geq$ t -table some 1.664 and sig some $0,000 \leq 0.05$.

This matter reports that if H_1 is obtained or H_0 is rejected, it means that elastic people partially affect the variation in the increase in the number of prospective Umrah pilgrims.

The Elastic Consequences of Physical Facts to the Increase in the Number of Umrah Pilgrims at PT. Bimalyndo Gasak Aswad where elastic Fact Raga has a t -count number some 3,470 $\geq$ t -table some 1.664 and sig some $0,001 \leq 0.05$.

This matter reports if H_1 is obtained or H_0 is rejected, meaning elastic Physical Facts in a partial way affect the variability of the Increase in the Number of Umrah Jama' ah Candidates. Simultaneous Experiment F

Based on the test results in the Simultaneous Experiment F received the number F number of 39,241 and the number F of the chart is 3.10 as a result of the number F number $\geq$ F chart and important levels $0,000 \leq 0,1$ to H_0 are rejected and H_1 are obtained. Until it can be concluded that elastic has not been affected by elastic product (X_1), Advertisement (X_2). Price(X_3), Place(X_4), Cara(X_5), People(X_6), Fact of Raga(X_7) in a simultaneous way (simultaneous) affect the Increase in the Number of Prospective Umrah Jama' ah (Y) at PT. Bimalyndo Gasak Aswad Bukittinggi City.

c. Trial Coefficient of Assurance (R^2)

Based on the results of this test, if the number of the coefficient of assurance (R^2) obtained is 0.781. This proves that due to elastic product (X_1), Advertisement (X_2). Price(X_3), Place (X_4), Method (X_5), People (X_6), and Facts of Body (X_7) in a sustainable way of 78.1% to the attention of Hajj for residents of Bukittinggi City. On the contrary, the excess 21.9% increase in the number of prospective Umrah pilgrims is being influenced by other elastics.

In the previous observation, there was a limited elastic and free match supervised by Abdul Rachman, et al. in 2022 with the head of the essay "Sharia Sales Strategy in Increasing the Number of Hajj and Umrah IB Fund Customers at BTN KCPS Tangerang." The limited elastic in this research is the Increase in the Number of Subscribers, on the other hand the independent elastic is. Product, Price, Position, Advertisement, People, Process, and Body Facts. The results of this memory prove that the sharia sales method actualized by BTN KCPS Tangerang is able to increase the number of customers of the Hajj Supplies budget. Umrah IB amounted to 27%, from 43 customers in 2019 to 55

customers. There is a matter that is but research that the author is going through with this previous research. The comparison can be observed from the case or problem that Supervised. In previous research Abdul Rachman, et al. Mangulas regarding his strategy of sharia sales in increasing the number of Hajj Fund customers and Umrah IB. On the other hand, the research that the author undergoes is that the author wants to recognize the consequences of the sales mix on the increase in the number of prospective pilgrims in

PT. Bimalyndo Gasak Aswad Kota Bukittinggi, and how PT. Bimalyndo Gasak Aswad Kota Bukittinggi in increasing the number of prospective Umrah pilgrims who use travel tour services. The comparison of problems that are again monitored is very special, as a result this research can be used to increase knowledge about businesses that must be tried by PT. Bimalyndo city of Gasak Aswad Bukittinggi by increasing Umrah customers who use its travel tour services.

2. How is the business of PT. Bimalyndo Gasak Aswad Kota Bukittinggi in increasing the number of prospective Umrah pilgrims who use travel tour services

PT. Bimalyndo Gasak Aswad Kota Bukittinggi is a service aspect industry that offers a variety of products in the form of Umrah Travel Tours and the Application of Hajj. In this case PT. Bimalyndo Gasak Aswad Bukittinggi City for the last 3 years has dispatched 569 Umrah pilgrims in Bukittinggi City. From the total totality of the departed pilgrims, there is an escalation and shrinkage in the number of pilgrims who perform Umrah every year. In 2021 there were 253 pilgrims and in 2022 only 207 pilgrims went for Umrah through PT. Bimalyndo Gasak Aswad. There is a shrinkage in the number of Umrah pilgrims departed. This matter must be a matter of characterizing the question, what is the trigger for the shrinkage in the number of pilgrims. (H. Mukhlis, 2023)

After the monitoring by the author using the procedure of questioning and answer to the reporter, it was Father H. Mukhlis. The author concludes that the lack of interaction between PT. Bymalindo to prospective pilgrims who want to use their travel tour services. Jumlah the employee body owned by Father H. Mukhlis is only 2 people, both of whom work as office admins. So there is no marketing team that can sell their products. Until then, H. Mukhlis' father may want to empower the marketing team to advertise his products in the future.

The effort tried by Father H. Mukhlis to empower or recruit marketing teams in selling his products. In line with the meaning of the marketing mix informed by Kotler and Armstrong that the sales mix is an elastic supervision that is combined to create the expected assumptions of the target market. And for the service industry there are 7 factors of sales mix (Marketing Mix - 7p), namely: Product, Price,

Promotion, Place, Participation, Method, and Physical Evidence. (Hendri Sukotjo and Sumanto Radix A, 2010)

CONCLUSION

From the research that the author has undergone, there are 2 points that the author has concluded, referring to the conclusion of the problem and has been reviewed in this research, namely:

1. This research has obtained a reply about how the impact of the sales mix (marketing mix) to the increase in the number of prospective Umrah pilgrims at PT. Bimalyndo Gasak Aswad Bukittinggi City. The results of multiple linear regression experiments obtained a constant number of 1.662, a condition where the finite variable has not been influenced by free elastic. The regression coefficient on the Product variability gets a number of 0.201 or comparable to 20.1%, Advertisement 0.307 or 30.7%, Price 0.351 or 35.1%, Place 0.269 or 26.9%. Ways 0.419 or 41.9%, People 0.360 or 36%, as well as Physical Facts 0.314 or 31.4%. This proves that if every 1% escalation on the free elastic, it will affect the increase in Umrah Jama' ah candidates by the regression coefficient number.
2. The results of the partial t experiment proved that the chart t number was 1.664. Elastic Products have a number t- count some 2, 527 $\geq$ t- table some 1.664 and sig some 0.014 $\leq$ 0.05. Elastic Advertising has a t-count number of 3. 885 $\geq$ T- table some 1.664 as well as GIS of some 0.000 $\leq$ 0.05. Elastic Price has a number t- count some 4, 282 $\geq$ t- table some 1.664 and sig some 0, 000 $\leq$ 0.05.
3. Elastic Places have numbers t- count some 2.762 $\geq$ t- table some 1.664 and sig some 0.012 $\leq$ 0.05. Elastic Cara has a number t- count some 3, 394 $\geq$ t- table some 1.664 and sig some 0.001 $\leq$ 0.05. Elastic People have numbers t- count some 4, 489 $\geq$ t- table some 1.664 and sig some 0, 000 $\leq$ 0.05. Elastic Fact Raga has a number t- count some 3, 470 $\geq$ t- table some 1.664 and sig some 0, 001 $\leq$ 0.05.

This matter reports that if H_1 is obtained or H_0 is rejected, it means that elastic free sales mix in a partial way affects the variability of the increase in the number of prospective Umrah pilgrims.

The results of the F Simultaneous Experiment proved that the F number of the sum of 39, 241 and the F number of the chart is 3.10 as a result of the number F of the number $\geq$ F of the chart and the important levels of 0, 000 $\leq$ 0.1 to H_0 are rejected and H_1 is obtained. Until it can be concluded that elastic has not been affected by elastic product (X_1), Advertisement (X_2). Price(X_3), Place(X_4), Cara(X_5), People(X_6), Fact of Raga(X_7) in a simultaneous way (simultaneous) affect the Increase in the Number of Prospective Umrah Jama' ah (Y) at PT. Bimalyndo Gasak Aswad Bukittinggi City.

The experimental result of the coefficient of assurance(R^2) obtained was 0.781. This proves that due to elastic product (X_1), Advertisement (X_2). Price(X_3), Place (

X4), Method (X5), People (X6), and Facts of Body (X7) in a sustainable way of 78.1% to the attention of Hajj for residents of Bukittinggi City. On the contrary, the excess 21.9% increase in the number of prospective Umrah pilgrims is being influenced by other elastics.

This research has also received a reply about how PT. Bimalyndo Gasak Aswad Kota Bukittinggi in increasing the number of prospective Umrah pilgrims who use travel tour services. The effort tried by Father H. Mukhlis to empower or recruit marketing teams in selling his products. In line with the meaning of the marketing mix informed by Kotler and Armstrong that the sales mix is an elastic supervision that is combined to create the expected assumptions of the target market. And for the service industry there are 7 factors of sales mix (Marketing Mix - 7p), namely: Product, Price, Promotion, Place, Participation, Method, and Physical Evidence

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