

ABSTRACT

Umrah is an important religious practice for Muslims, performed in Mecca and available throughout the year, making it consistently crowded each month. As the country with the largest Muslim population, Indonesia experienced a significant 46.13% increase in umrah departures in 2023–2024, alongside a 36.14% increase in the number of umrah travel agencies. This situation presents both opportunities and challenges for travel agencies to compete in the market. Arsakha Travel Semarang branch was affected, recording a 2.58% decrease in umrah departures during the same period. This difference in market growth rates occurred because the packages offered by Arsakha Travel did not fully match consumer preferences. Therefore, Arsakha Travel needs to understand consumer preferences regarding umrah travel packages in Central Java. This study applies conjoint analysis to umrah travel packages to determine the relative importance consumers place on various package attributes. The results show that the most important attribute for consumers in Central Java is ‘price,’ followed by ‘program duration,’ ‘additional facilities (tourist destinations),’ ‘accommodation,’ and ‘transportation (airline).’ These findings provide strategic insights for Arsakha Travel to design Umrah travel packages that are more in line with consumer needs and preferences. Thus, the company has the opportunity to increase consumer appeal and increase sales potential amidst increasingly tight market competition.

Keywords: attributes, umrah travel packages, consumer preferences, Arsakha Travel, conjoint analysis.