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Original Article

Maintaining Brand Loyalty Through Integrated Marketing Communication (IMC): Insights from PT Dream Tours and Travel

Putri Debby Iswara R.[1*], Oktaviana Purnamasari[2]

[1,2]Master of Communication Studies Program, Faculty of Social and Political Sciences, Universitas Muhammadiyah Jakarta, Indonesia
Email: [1)] adebbyputri372@gmail.com

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Abstract

The competitive Hajj and Umrah travel market struggles with brand loyalty due to intense competition, changing pilgrim numbers, and the importance of customer trust. Companies must use effective strategies to avoid losing market share. This research focuses on the implementation of Integrated Marketing Communication (IMC) by PT Dream Tours and Travel to retain customers. This research aims to analyze PT Dream Tours and Travel's Integrated Marketing Communication (IMC) implementation and brand loyalty. IMC was chosen as a concept approach to create consistent and effective marketing communication through various channels such as advertising, sales promotion, digital media, and public relations. IMC, as stated by Andrews & Shimp is a marketing approach that integrates various communication elements, such as advertising, sales promotion, direct marketing, public relations, and digital media, to create consistent messages and build long-term relationships with customers. This research uses a qualitative descriptive method with a case study approach. Data were collected through in-depth interviews, observation, and analysis of company documents. The main informants consisted of the management of PT Dream Tours and Travel and Umrah pilgrims. The results showed that the implementation of IMC by PT Dream Tours and Travel succeeded in increasing brand loyalty with integrated marketing methods and based on consumer needs. Consistent promotion through social media, banking partnerships, and special programs such as Hajj savings have proven effective in attracting new customers while maintaining relationships with existing customers.

Keywords: Integrated Marketing Communication, Brand loyalty, Tour and Travel, Digital Marketing.

1. Introduction

Competition among companies, especially those in the service sector, is currently growing rapidly. Leaders or superiors in travel agency companies always demand that all employees working under their leadership improve their performance and develop good service skills in accordance with applicable company regulations. The potential within employees must be utilized and managed properly to create good performance. When employees perform well, it will yield good results that align with company expectations (Muayyad & Gawi, 2016).

The high interest of Indonesians in performing Hajj and Umrah pilgrimages has created a very promising business opportunity. The number of Umrah pilgrims from Indonesia continues to increase every year. According to data from the infographic "Regular Hajj Pilgrims Arriving in Saudi Arabia: Last 8 Years of Hajj Operations," Indonesia's regular Hajj quota has changed significantly over the last eight years. In 2015-2016, the quota was set at

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155,200 pilgrims, then increased to 204,000 pilgrims in 2017-2019. However, due to the Covid-19 pandemic, the number of pilgrims dispatched dropped dramatically to 92,668 in 2022. After the pandemic, the quota increased again to 210,680 pilgrims in 2023, with an absorption rate of 99.57%. The year 2024 recorded the largest quota, 213,320 pilgrims, with an absorption rate of 99.98% or 213,275 pilgrims who successfully departed to Saudi Arabia. This increase reflects improvements in Hajj management, coordination effectiveness, and the high interest of Indonesians in performing the Hajj pilgrimage. Based on the number of pilgrims per month in 2024, the months with the highest departures were August (198,002 pilgrims), followed by September (162,260 pilgrims) and January (163,841 pilgrims). Conversely, the months with the lowest departures were May (7,695 pilgrims) and June (329 pilgrims), possibly because they coincided with the Hajj season, when Umrah typically experiences a drastic decline. This increase proves that the demand for Umrah travel in Indonesia continues to grow from year to year. This situation is utilized by travel agency businesses as a profitable opportunity, resulting in more travel agents offering Hajj and Umrah travel packages to meet the growing market needs.

The Hajj and Umrah travel business is a service business based on the principle of trust, making competitive advantage one of the most decisive factors in business success. The increasingly competitive environment and declining sales growth need to be observed and addressed so that national private companies can continue to grow and even improve their marketing performance. In this case, companies must have high competitive advantages to survive and run well (Tahuman, 2016).

In an era of increasingly fierce business competition, maintaining brand loyalty has become a major challenge for companies across various industries. The increasing number of brands and market innovations has given consumers more choices, requiring companies to develop more effective methods in building and maintaining relationships with customers. One approach used is Integrated Marketing Communication/IMC, which aims to deliver consistent and effective messages to increase brand loyalty.

Integrated Marketing Communication (IMC) is a concept where a company carefully integrates and coordinates its many communication channels to deliver a clear, consistent, and convincing message about the company and its products (Kotler & Armstrong, 2014). PT Dream Tours and Travel, as a company operating in the tourism travel sector, faces challenges in maintaining brand loyalty amid increasingly competitive competition. Brand loyalty becomes a crucial aspect in the travel business because loyal customers tend to make repeat purchases and recommend services to others, thereby increasing the company's long-term profitability.

Based on data from several online news sources on Google, PT Dream Tours & Travel was chosen as the research object because it is one of the official Umrah travel agencies in Jakarta with a good reputation. PT Dream Tours and Travel is the travel agency that appears most frequently in various recommendation lists, with 7 appearances. This shows that Dream Tours and Travel has a strong reputation and is recognized by various sources as one of the best Umrah travel agencies. Meanwhile, Maktour Tour & Travel, Patuna Travel, and Kautsar Motivatour each appear 3 times, indicating that they also have good reputations but not as many as Dream Tours and Travel in the analyzed recommendation lists. Alhijaz Indowisata and Multazam Utama Tour appear twice, placing them in the category of fairly well-known travel agencies but not as popular as the others in this context.

When looking at rankings in the lists, Dream Tours and Travel is not always in the first position, but it consistently ranks high (1-4) in various recommendation lists. This indicates that although it is not the absolute best travel agency in every list, Dream Tours and Travel

remains one of the most recommended and has the trust of many parties. Compared to Maktour, Patuna, and Alhijaz Indowisata, Dream Tours and Travel excels in terms of number of appearances. However, in some lists, Maktour and Patuna often rank higher than Dream Tours and Travel, showing that although Dream Tours is more frequently recommended, there are some travel agencies that are considered more premium or exclusive by certain sources.

One approach that can be applied in maintaining customer loyalty is through the Integrated Marketing Communication (IMC) approach. The IMC concept refers to an integrated and continuous marketing communication approach to deliver consistent messages to audiences through various communication channels. According to Andrew & Shimp (2018), promotional elements in the marketing mix include several aspects, including: Public Relations, Sales Promotion, Direct Marketing, Advertising, and Digital Marketing/Social Media. Implementation of this approach is expected to build a strong brand image and enhance long-term relationships with customers.

Consistency in messaging is a key element of IMC. Studies show that Taryana dan Retnowardhani (2023) successfully integrated their marketing messages across various social media platforms, which increased brand awareness and customer interaction. Digital methods also become an important aspect in building long-term relationships with customers. Effective digital marketing tools can increase customer engagement and strengthen brand loyalty (Yaneva, 2022).

Additionally, IMC plays a role in shaping consumer behavior by increasing online shopping, especially post-Covid-19 pandemic. The rise in e-commerce, which reached a value of $5 trillion, demonstrates the effectiveness of IMC in adapting to changes in consumer behavior (Zhang, 2023). However, despite the great benefits of IMC, there are still challenges in its implementation, such as difficulties in maintaining message consistency across various platforms and the need to adapt to rapid market changes (Parwitasari, 2023).

Brand experience directly affects customer trust and satisfaction, which are key factors in maintaining brand loyalty. Research by Noor et al. (2024), and Risal et al. (2024) shows that positive experiences improve consumer perceptions of the brand and encourage them to remain loyal. Additionally, customer satisfaction serves as a mediator in the relationship between brand experience and loyalty, ensuring that good customer experiences can result in higher customer retention (Prasetyo et al., 2024; Sumartini & Mandasari, 2024).

However, implementing IMC also faces various challenges, especially in ensuring consistent messages across various platforms and measuring the effectiveness of campaigns in building brand loyalty. Rapid technological changes and media proliferation require companies to continuously adjust their methods to maintain the relevance of their marketing messages (Prayitno, 2021). Additionally, maintaining a balance between authentic communication and marketing objectives becomes a separate challenge in maintaining consumer trust (Sudirjo et al., 2024).

Based on the background above, despite the growing importance of Hajj and Umrah travel market sector, there remains a significant gap in understanding how Integrated Marketing Communication (IMC) can effectively maintain brand loyalty in religious travel services. This research focuses on PT Dream Tours and Travel to address this knowledge gap by examining how IMC can build and sustain customer relationships in a trust-based service industry. The urgency of research on IMC in maintaining brand loyalty is very high, especially because brand loyalty has a significant impact on a company's long-term profitability. Studies show that effective communication methods can improve customer relationships and reduce churn rates, thereby increasing business competitiveness (Anggreni et al., 2024). Additionally, understanding current trends in marketing communication can help companies develop more

effective methods in facing the dynamics of an ever-evolving market (Bandak & Anderson, 2022).

However, the effectiveness of IMC implementation in maintaining brand loyalty remains a challenge for PT Dream Tours and Travel. Factors such as consistency in delivering brand messages, selecting appropriate communication channels, and the level of customer engagement are aspects that need attention. Therefore, this research aims to analyze how PT Dream Tours and Travel implements the IMC approach and the extent of its impact on customer brand loyalty. The results of this research are expected to provide insights for the company in designing more effective marketing communication approaches to increase customer loyalty in the travel industry.

In this paper, the problem boundary that can be identified is a focus on the implementation of Integrated Marketing Communication (IMC) by PT Dream Tours and Travel in maintaining brand loyalty, without delving into other aspects of the company's marketing methods. The purpose of this research is to analyze the implementation of Integrated Marketing Communication (IMC) by PT Dream Tours and Travel and the implementation of brand loyalty at PT Dream Tours and Travel.

2. Methods

This research used a qualitative descriptive approach. The research method used in this study was a case study. The nature of this research was descriptive. In the context of this research, the researcher wanted to describe how PT Dream Tours and Travel implemented IMC, what methods were used, and their impact on efforts to maintain brand loyalty.

In this research, the technique for determining informants used the Purposive Sampling technique. This technique was chosen because informants were selected based on specific considerations relevant to the research, namely those who had methodological roles in the implementation of Integrated Marketing Communication (IMC) at PT Dream Tours and Travel as well as customers who had direct experience with the company's services.

The primary and secondary data sources were utilized in this study. The researcher employed observational data collection methods to participate in activities organized by PT Dream Tours and Travel to comprehend the practical application of IMC. Interview data collection techniques were used to gather insights from PT Dream Tours and Travel management and Umrah pilgrims regarding IMC implementation. Documentation data collection techniques were utilized to collect internal company documents like financial reports, marketing strategies, and promotional materials for analyzing IMC implementation in this research.

Data collection techniques were used to collect data according to research procedures so that the required data was obtained. Data collection techniques in this research used interview, observation, and documentation techniques. Most of the data collected was qualitative data, and the analysis technique used qualitative techniques. Data that had been successfully explored, collected, and recorded in research activities had to be verified for accuracy and truthfulness. Therefore, every researcher had to be able to choose and determine appropriate ways to develop the validity of the data obtained.

The validity development used by the researcher was the triangulation technique. Triangulation in testing credibility served as data checking from various sources, methods, and times. In this study, the author used source triangulation, meaning the researcher compared information obtained from one source with other sources. The researcher explored the same source with different techniques and determined different (appropriate) times.

3. Results and Discussion

3.1. Research Results

3.1.1. Implementation of Integrated Marketing Communication (IMC) at PT Dream Tours and Travel

1) Public relations

Public relations (PR) is a management function responsible for fostering and maintaining mutual understanding, trust, and support between an organization and its stakeholders. PR also plays a critical role in promoting positive values and mitigating the negative impacts on an organization's reputation (Johnston, 2020).

a) Sponsorship and Corporate Social Responsibility (CSR) Activities in the Travel Industry

PT Dream Tours and Travel prioritizes discreet CSR initiatives, including annual Ramadan donations for orphans and a *Umroh Charity* program funding pilgrimages for employees, all intentionally unpublicized to avoid *riya* (showiness). While these efforts enhance brand trust and community perception, many customers discover the company through word-of-mouth referrals rather than CSR exposure. This demonstrates how silent social responsibility and service quality jointly strengthen its reputation in the competitive travel industry.

b) Media Relations and News Publication

Dream Tours actively utilizes digital media channels - including Instagram, TikTok, its official website, and WhatsApp broadcasts - to disseminate travel service information effectively. This multi-platform approach aligns with Integrated Marketing Communication (IMC) principles, ensuring message consistency while cost-efficiently expanding audience reach. Communication experts recognize this strategy as highly impactful, particularly noting Instagram's role in driving customer engagement and brand growth. The company's strong media relations demonstrate how strategic digital outreach can enhance visibility and foster customer connections in the competitive travel market.

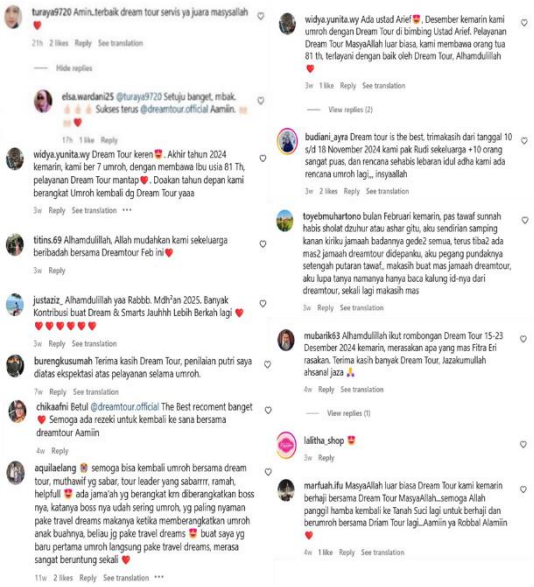


Figure 1. Testimony on Instagram

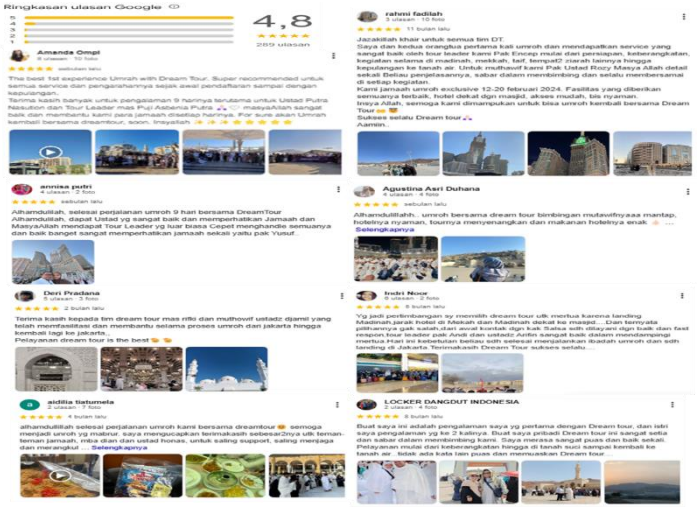


Figure 2. Review on Google

c) Aspects of crisis management and response to negative issues

Dream Tours employs a structured crisis management approach to protect its reputation in the travel industry. For external issues (e.g., vendor/airline problems), it educates customers on responsibility boundaries; for internal failures (e.g., guide performance), it implements corrective training. The company follows a 5-stage process: identification, analysis, action planning, implementation, and evaluation which enabling both reactive solutions and proactive prevention.

While customers initially perceive complaint responses as slow, they later recognize the company's professionalism in resolution. Though effective, opportunities remain to improve response speed, communication transparency, and media outreach to further strengthen trust and loyalty.

d) Aspects of collaboration with tourism communities and influencers

Dream Tours engages with tourism communities (partly due to regulatory requirements) and influencers (artists/public figures) through flexible partnerships involving service upgrades, though without permanent brand ambassadors. While these collaborations enhance network-building and digital visibility via social media/website PR strategies, their impact varies across customer segments.

The company strengthens its market position by blending offline (tourism exhibitions) and online promotional approaches. This dual strategy effectively builds trust among Indonesian pilgrims, though direct benefits from influencer/community partnerships remain inconsistent.

e) Aspects of Participation in tourism events and exhibitions

Dream Tours strategically participates in one to three umrah exhibitions each year in order to enhance its market presence, foster brand loyalty, and broaden its industry connections. By carefully choosing events that cater to its primary audience of potential pilgrims, the company effectively amplifies the effectiveness of its offline marketing initiatives, thereby solidifying trust within the specialized umrah travel industry.



Figure 3. Event Garuda Travel Fair 2023



Figure 4. Event Danamon Travel Fair 20-22 March 2024



Figure 5. Event Garuda Travel Fair 2025



Figure 6. Dream Group Travel Fair on 2024 in Raffles Hotel Ballroom

Dream Tours' strategic involvement in tourism exhibitions strengthens its brand positioning as both an umrah specialist and a supporter of MSMEs/community economic growth, as noted by IMC experts. While these events enhance the company's social impact perception, their effectiveness remains limited by varying customer engagement levels - evidenced by cases like respondent Dimas who never attended such exhibitions.

2) Direct sales

Direct sales is a method of selling products or services directly to consumers without intermediaries such as retail stores. This type of sales is typically conducted through face-to-face interactions, presentations, or digital platforms by independent sales representatives or the company itself (Kotler & Keller, 2016).

a) Aspect of Direct Communication Methods with Potential Customers

Dream Tours employs multiple direct communication channels such as phone calls, WhatsApp Business, in-office meetings, and home visits to establish personal connections with potential customers. Digital marketing experts confirm the effectiveness of these methods, particularly WhatsApp's real-time consultation and booking features, which enable personalized service and quick responses.

While these approaches successfully foster customer loyalty and generate referrals, the company's communication remains largely reactive rather than proactive. Interview results reveal that customers often need to initiate contact first, suggesting room for improvement in proactive outreach despite the existing methods' overall effectiveness in building relationships.

b) Aspect of Service Quality and Offer Personalization

Dream Tours prioritizes service excellence through:

1) Responsive support: Quick replies to inquiries and detailed package explanations
2) Tailored guidance: Helping pilgrims select ideal travel options
3) Thoughtful touches: Birthday prayers in Mecca and honeymoon room upgrades

IMC experts confirm these personalized approaches enhance customer satisfaction and strengthen Dream Tours' reputation for professional, high-quality service. Customers particularly value the company's ability to address individual pilgrimage concerns while creating meaningful spiritual experiences.

The company's focus on customization from family packages to Hajj options which demonstrates effective application of personalization principles (Kotler & Keller, 2016). This strategy not only meets unique customer needs but also fosters long-term loyalty in the specialized pilgrimage travel market.

c) Aspects of negotiation and closing sales techniques

Dream Tours' sales team employs a consultative approach focused on:

1) Detailed package explanations - Thoroughly outlining services and pilgrimage experiences
2) Social proof utilization - Leveraging testimonials from past pilgrims and public figures

Communication experts highlight the effectiveness of this education-first strategy, noting it helps customers fully understand offerings before committing. The combination of informative negotiations, solution-oriented communication, and personalized consultations creates a trusted sales environment that consistently converts prospects into clients.

d) Aspects of effective use of the customer database

Customer database management at Dream Tours plays a crucial role in enhancing the effectiveness of direct sales methods. According to an interview with the Sales Manager of Dream Tours, the company actively utilizes its customer database to disseminate information regarding available programs and promotions. This indicates that the customer database serves not only as a record-keeping system but also as a marketing communication tool.

The effectiveness of customer database management is further emphasized by DY, a Master's student in Communication Studies at Paramadina University and an expert in the field. He asserts that the customer database is managed effectively, as the data is regularly updated. This ensures a high level of data validity, which optimally supports direct sales approaches.

Additionally, Dream Tours optimizes its Customer Relationship Management (CRM) system by integrating customer data from physical agents. This initiative aims to enhance service personalization for both existing customers and potential clients.

From the customer's perspective, however, the utilization of the database in direct sales approaches still requires improvement. This is reflected in the statement of Lita Ria Astrianti, a Dream Tours customer, who revealed that after using Dream Tours' services, she had not received any follow-up communication or special offers. This situation highlights an opportunity for improvement in optimizing the customer database, particularly in enhancing customer retention through more personalized and sustainable marketing approaches.

e) Aspects of salesperson training and skills

Salesperson training and skills are crucial at Dream Tours for enhancing work effectiveness and achieving company targets. The training programs aim to improve technical competencies and customer service quality. Dream Tours' training programs are considered optimal by both the company and communication experts. DY, a Communication Studies Master's student at Paramadina University, mentioned the company's annual training in marketing areas.

The company regularly organizes training sessions for sales personnel in customer service, promotion, and branding. Despite these regular training programs, customers like Lita Ria Astrianti are uncertain if sales personnel are adequately trained. Customers may not be aware of the impact of training programs on their interactions, indicating a need for Dream Tours to evaluate training implementation and application of skills in customer service.

While internal stakeholders and experts believe that salesperson training at Dream Tours is effective, there is a perception gap with customers. A more concrete evaluation mechanism is needed to measure the effectiveness of training programs and ensure skills are applied in customer interactions.

3) Sales promotion

Sales promotion is a marketing approach aimed at increasing short-term sales by offering additional incentives to customers, distributors, or sales personnel.

a) Aspects of types and effectiveness of discount and bundling programs

Dream Tours strategically employs discount programs and bundled service packages as core promotional tools to attract both new and repeat customers. These initiatives was promoted through social media, the company website, and participation in industry events have proven effective in enhancing brand appeal and market competitiveness. The Sales Manager confirms these programs successfully target diverse market segments, while digital marketing metrics and communication experts validate their strong market penetration and message clarity. This multi-channel promotional approach demonstrates Dream Tours' ability to balance immediate sales conversion with long-term brand building in the competitive pilgrimage travel sector.

The promotional approaches adopted by PT Dream Tours and Travel not only attract initial customer interest but also build trust in the company's services. Various sales promotions are designed to capture potential customers' attention, such as the "Buy 3 Get 1 Free" offer for groups or large families, discounts tied to national events like Independence Day, and limited-time flash sales to create a sense of urgency in purchasing decisions.

Beyond direct promotions, PT Dream Tours and Travel also utilizes digital marketing strategies, including social media giveaways, to increase audience engagement and expand brand reach. This approach aligns with the characteristics of Indonesian consumers, who are highly responsive to promotions and discounts. Based on customer testimonials, discount and bundling promotions are key factors influencing their purchasing decisions. These findings indicate that PT Dream Tours and Travel's marketing strategies are both relevant and effective in increasing the company's attractiveness and sales volume.

b) Implementation of Brand Loyalty Programs

Dream Tours employs strategic loyalty initiatives including discounts, bundled packages, and reward systems to cultivate lasting customer relationships and encourage repeat business. Grounded in Kotler & Keller's (2016) principles, these programs extend beyond transactional benefits to foster emotional brand connections through consistent positive experiences. While discount-based promotions currently drive the highest engagement (as noted by Digital Marketing representative FR), opportunities exist to enhance program awareness and diversify reward structures. The company's success in maintaining service quality alongside these incentives demonstrates the potential for more sophisticated loyalty strategies that could further deepen customer commitment in the competitive religious travel market.

c) Seasonal promo aspects and dynamic pricing methods

Dream Tours strategically employs seasonal promotions during peak demand periods, offering time-limited discounts that effectively boost customer acquisition while maintaining industry-competitive pricing structures. The company's balanced approach to different pricing ensures promotional offers enhance appeal without undermining perceived value. Internal assessments confirm the effectiveness of these seasonal campaigns, while customer feedback validates the market-competitiveness of Dream Tours' pricing strategy. This dual focus on tactical discounting and value preservation strengthens the company's market position, demonstrating how targeted promotions and smart pricing work synergistically to drive both customer interest and sustainable business performance in the religious travel sector.

d) Aspects of using vouchers or cashback in marketing

Dream Tours effectively utilizes vouchers and cashback as strategic incentives to attract new customers while reinforcing loyalty among existing ones. These promotional tools successfully balance perceived value with maintained service quality, creating a competitive advantage in the religious travel market. Customer responses confirm their influence on purchasing decisions, particularly when combined with Dream Tours' established service standards. For enhanced effectiveness, the company could further personalize these offers based on customer travel history and preferences, making promotions more targeted and impactful. This evolution would build on the already-proven success of voucher and cashback programs in driving both customer acquisition and retention.

e) Aspects Cooperation with business partners for joint promotion

Collaborating with business partners is a crucial approach for companies to expand market reach and enhance competitiveness. Dream Tours has established partnerships with various entities, including banking institutions and other businesses, to optimize promotional effectiveness. One of the cooperation strategies involves participating in exhibitions and offering special promotions for employees or customers of partner companies.

Dream Tours has strategically partnered with banking institutions like Bank BSI, Bank Muamalat, and others to expand its market reach and enhance promotional effectiveness through co-branded exhibitions and special employee offers. While these collaborations have successfully boosted the company's credibility as evidenced by customer decisions influenced by bank recommendations, awareness of these partnership benefits remains limited among customers. This gap highlights the need for improved communication and program socialization to maximize the impact of these valuable business alliances.

4) Advertising

Advertising is one of the important elements in marketing communication methods that aim to introduce products or services to a wide audience, increase brand awareness, and encourage potential customers to buy. Some aspects that are assessed in advertising include:

a) Aspects of advertising media used (TV, Radio, Print, Digital)

Dream Tours employs an integrated multi-platform advertising approach, leveraging both digital and traditional media to maximize market reach. The company actively utilizes social media platforms (Instagram, Facebook, Twitter, TikTok) for customer engagement and promotions, while maintaining an informative website for bookings and package details. To complement its digital presence, Dream Tours also invests in print ads (airline magazines) and strategic billboard placements to capture less digitally-active demographics.

Communication experts (DY) confirm the effectiveness of this diversified strategy in reaching varied customer segments. However, user data reveals Instagram as the most impactful channel, with customers like Guntur reporting frequent engagement with ads on this platform. While maintaining its broad media mix, Dream Tours' experience demonstrates the particular dominance of social media - especially Instagram - in directly connecting with its target audience.

b) Aspects of consistency of marketing messages in advertisements

Dream Tours maintains strong brand consistency across all marketing channels through standardized visual identity (logos, colors, slogans) and unified messaging in both promotional and educational content. This multi-channel approach spanning social media, website, and print/digital ads which ensures customers receive coherent, recognizable communications regardless of platform.

The strategy has successfully established Dream Tours as a professional industry player, with customers reporting clear comprehension of advertising messages. Regular performance

evaluations through social media analytics, web traffic, and customer feedback allow for timely adjustments, ensuring ongoing message relevance and strengthened brand trust.

c) Budgetary aspects and effectiveness of advertising campaigns

Advertising budget is a crucial factor in a company's marketing approach, including in the tourism industry. PT Dream Tours and Travel allocates an advertising budget ranging from 50 to 100 million rupiahs per month. This budget is utilized for various digital marketing approaches to enhance audience engagement and attract new customers.

Through this approach, PT Dream Tours and Travel can ensure that the allocated advertising budget yields optimal results in increasing audience engagement and the business growth of the company. The effectiveness of the advertising budget can be measured by its impact on business growth. Research findings indicate that investment in advertising campaigns not only has short-term effects but also holds positive prospects for future business development.

The effectiveness of advertising campaigns is also reflected in the experiences of customers exposed to the ads. One customer, Guntur, who is a pilgrim, revealed that Dream Tours' ads are highly interactive and can captivate the attention of social media users, especially on Instagram. Overall, Dream Tours' advertising budget allocation has proven to be effective in increasing customer engagement, capturing audience attention, and delivering a positive impact on business growth. Therefore, by continuously evaluating the marketing approaches implemented, the company can ensure that investments in advertising remain optimal and yield maximum results.

d) Aspects of target audience selection in advertising

Dream Tours utilizes a data-driven approach to precisely target its advertising audiences, analyzing demographic and psychographic characteristics while implementing strategic market segmentation to group travelers by specific categories like families or solo pilgrims. Using continuously testing and refining its audience selection methods against actual customer profiles particularly Umrah-focused travelers so the company ensures its marketing messages effectively reach and resonate with the right consumers. This targeted approach not only improves campaign conversion rates but also strengthens customer loyalty, as evidenced by the strong alignment between the company's defined audience profiles and its actual customer base. The success of this methodology demonstrates how data-informed audience selection can optimize advertising effectiveness in the specialized religious travel market.

e) Aspects of creativity and attractiveness of advertising materials

Creativity and attractiveness are essential in advertising for PT Dream Tours and Travel. Creative ads grab attention, increase brand recall, and create a lasting impression. Visual appeal, memorable slogans, and storytelling boost customer engagement and trust. Consistency in design and messaging builds brand identity and loyalty. Interactive ads and high-quality content perform well online and on social media platforms. Creativity in advertising is crucial for brand awareness, customer loyalty, and increasing customer interest. AB, a digital marketing professional, agrees that creativity in advertising improves audience interaction online. Innovative marketing strategies can enhance advertising effectiveness and strengthen PT Dream Tours and Travel's position in the travel industry.

5) Digital marketing

Digital marketing is a series of marketing activities that utilize digital media, such as the internet, electronic devices, and other digital platforms, to promote products or services in order to reach consumers in a timely and relevant manner.



Figure 7. Dream Tours and Travel Products

a) Aspects of marketing methods through social media (Instagram, Facebook, TikTok)

PT Dream Tours and Travel uses social media like Instagram, Facebook, and TikTok to connect with customers. They share travel tips, discounts, and communicate directly with customers. The Digital Marketing Manager at PT Dream Tours and Travel focuses on creating informative content and engaging promotions to increase customer engagement. The success of their digital marketing strategy is measured by likes, comments, viewership, and consistency in posting content. Consistent and quality content is important in attracting customer attention and building brand awareness. Customers appreciate the interactive and engaging content provided by PT Dream Tours and Travel. By focusing on two-way communication, the company aims to build stronger relationships with customers, leading to brand loyalty. Their digital marketing strategy includes engaging content, targeted promotions, and active communication to attract and retain customers.

b) Aspects of Using SEO (Search Engine Optimization) and SEM (Search Engine Marketing) in online marketing

The utilization of SEO and SEM in the online marketing strategy of PT Dream Tours and Travel plays a significant role in enhancing the visibility and competitiveness of the company in the digital market. A key aspect of implementing SEO is optimizing the company's website, which involves providing comprehensive information about travel services such as Umrah, Hajj, and tours. A well-structured site and relevant content contribute to improving rankings in organic search results on Google.

Moreover, based on an interview with AB, the Digital Marketing Manager of PT Hasnur Group (January 7, 2025), the effectiveness of SEO strategies is also influenced by the use of relevant keywords. Keywords like Dream Tour, Umrah, Hajj Plus, and Umrah Private have proven to be effective in increasing the visibility of the company website on search engines. By strategically combining SEO and SEM approaches, PT Dream Tours and Travel can expand its marketing reach, attract more potential customers, and significantly increase sales conversions.

In terms of effectiveness, the use of relevant keywords in the SEO approach is also a crucial factor. The SEO approach adopted by PT Dream Tours and Travel has been proven effective in enhancing the company's visibility on search engines.

c) Effectiveness aspects of e-mail marketing and chatbot

Dream Tours employs email marketing and a WhatsApp API chatbot as core digital communication tools, successfully delivering timely package updates and responsive customer

service. While these channels demonstrate basic effectiveness, digital marketing expert AB identifies optimization opportunities through integration of tools like Linktree to streamline multi-service access. However, implementation gaps persist as highlighted by customer Nizam's experience of non-receipt revealing needs for: 1) improved email targeting and deliverability, 2) enhanced chatbot interactivity, and 3) better customer education about available digital services. These findings indicate that while the foundational digital strategy is sound, its full potential remains untapped without refined segmentation, more engaging features, and thorough performance monitoring to ensure consistent customer reach and satisfaction.

d) Management of customer reviews on digital platforms

Managing customer reviews on digital platforms is essential for a company's reputation and customer satisfaction. PT Dream Tours and Travel uses proactive strategies like sharing testimonials on its website to show the quality of services. The company also engages with customers on social media to respond to feedback, strengthen relationships, and address complaints promptly. They analyze customer data to improve services based on customer needs. AB suggests that companies should respond to all reviews to build relationships with customers and show commitment to service. Customer reviews influence purchasing decisions and can build trust and attract new customers. Effective management of customer reviews can help retain customer loyalty and improve the company's market position.

e) Aspects of utilizing influencers and key opinion leaders (KOL) in digital marketing

In the digital age, influencers and Key Opinion Leaders (KOL) play a key role in boosting a brand's credibility and reach. PT Dream Tours and Travel uses influencers to promote their services on social media like Instagram. Choosing credible influencers is important for success. Not all customers are influenced by influencers; some trust personal recommendations more. Trust and personal recommendations are important factors in customer decisions. Influencers can increase brand exposure, but trust and personal recommendations still matter. PT Dream Tours and Travel's use of influencers has helped expand their audience reach. Effectiveness depends on influencers' credibility and customer preferences. Companies should balance influencer promotion with authentic customer experiences.

3.1.2. Implementation of Brand Loyalty at PT Dream Tours and Travel

1) Behavior

The behavioral dimension of customer loyalty refers to customers' tendency to repurchase and demonstrate a preference for a brand or service over a certain period.

a) Aspect of Service Usage Frequency

The frequency aspect of service usage reflects the increasing trend in the use of Dream Tours services in recent years. According to the interview results, there is a significant upward trend in the use of these services. The General Manager of Dream Tours confirmed a fairly significant increase in the trend of service usage in recent years. Overall, based on interview analysis, the frequency of Dream Tours service usage has experienced a significant increase. Some key factors contributing to this trend include good service quality, solid team cooperation, and the growing demand for umrah services among the public.

From a customer satisfaction perspective, repeat service usage can be an indication that customers have had a positive experience with Dream Tours, leading them to choose to use the service again. This is closely related to high levels of customer satisfaction, reinforced by

solid team cooperation in providing the best service to pilgrims. If customers are satisfied with their first experience, they are likely to choose the same service provider again.

In the umrah and hajj travel industry, trust is a key factor in customer decisions. Customers who use a service more than once show that the company has successfully built trust and met their expectations. Therefore, it can be concluded that the frequency of Dream Tours service usage is growing, both from new customers and from returning customers who use the service again.

b) Reasons for Choosing to Return

Customers return to Dream Tours because they are satisfied with the quality of service provided by professional and friendly staff. High standards are maintained from sales to tour guides, creating a positive experience. Professionalism and friendliness drive customer loyalty. Trust is built, and loyalty is enhanced by consistent service and competent human resources. Service quality, competitive pricing, and personal experiences are attractive to customers. The positive experience builds trust and loyalty, leading customers to choose Dream Tours again.

c) Comparative Aspect with Competitors

When comparing experiences between Dream Tours and other travel agents, customers point out strengths and weaknesses. Customers praise Dream Tours for their solid team during Umrah trips. The team is seen as cohesive and professional at various points during the journey.

Customers appreciate the flexibility in departure schedules and different travel packages offered by Dream Tours. Despite high service accuracy, delays or hotel changes may occur beyond the company's control. Areas for improvement include limited snack variety and the availability of branches only in Jakarta, Bandung, and Surabaya. Limited office locations may limit service reach for potential pilgrims.

Dream Tours has been successful in creating a memorable customer experience beyond Umrah trips. Customers are drawn back to Dream Tours due to good service, quality hotel selections, and responsive tour leaders and mutawifs.

Some customers who have tried other agents still choose Dream Tours, indicating a strong appeal. Dream Tours excels in team performance, travel packages, and customer experiences. To improve competitiveness, Dream Tours can enhance snack variety, expand branches, and improve documentation services and travel options.

d) Long-term Loyalty Aspect

Long-term customer loyalty is a crucial factor in the sustainability of businesses in the service industry, including the pilgrimage and umrah services provided by Dream Tours. According to interviews with digital marketing experts, the primary factor influencing customers' decisions to return to using this service is service quality.

The level of loyalty of pilgrims is also reflected in their travel patterns, where some customers have been using Dream Tours services since 2016 or 2017. The frequency of using this service varies, from once a year to once a month. However, the majority of customers still choose Dream Tours as their primary service provider. One factor contributing to maintaining this loyalty is continuous communication between the sales team and pilgrims.

In addition to ongoing communication, customer loyalty is also reinforced by the company's consistency in providing the best service and proactively resolving issues. From the customer experience perspective, their responses indicate a strong tendency to continue using Dream Tours services in the long term. Therefore, it can be concluded that the long-term loyalty of Dream Tours customers is driven by superior service quality, maintained communication, and the company's commitment to resolving emerging issues. These factors

build a strong relationship between Dream Tours and pilgrims, creating comfort for customers and encouraging them to continue choosing this service on their next journey.

e) The aspect of repurchase decision factors

Factors influencing customers' decision to repurchase services from Dream Tours include comfort, personal experience, service quality, price, and package variety. Comfort is a key factor in encouraging customers to use the service again, encompassing ease of booking, accommodation quality, and service during travel. Personal experiences also play a role in repurchase decisions. Improving service quality and offering diverse packages are important strategies to retain customers. Repurchase decisions are not based on a single factor but a combination of comfort, personal experience, service quality, competitive pricing, and accurate information. Dream Tours should focus on optimizing these factors to stay competitive in the industry.

2) Attitude

Attitudinal dimension in customer loyalty refers to the willingness of customers to repurchase and recommend products or services.

a) Customer satisfaction aspect

Dream Tours demonstrates strong customer satisfaction through its flexible, high-quality service offerings that consistently meet and exceed pilgrim expectations. The company's commitment to continuous improvement is evident in its annual implementation of customer feedback-driven innovations across destinations, services, and facilities. This customer-centric approach aligns with established marketing theories linking responsiveness to customer needs with long-term loyalty, as validated by positive pilgrim testimonials and IMC expert assessments. Maintaining this focus on service excellence while offering diverse travel package options, Dream Tours successfully balances profit objectives with meaningful customer experience enhancements.

b) Aspect of Word of Mouth (Recommendations)

Word of Mouth (WoM) or recommendations play a significant role in the marketing strategy of PT Dream Tours and Travel. Recommendations from customers who have used the company's services are considered a more effective marketing method compared to promotions carried out by the sales team. This is due to the higher level of trust in the actual experiences of customers compared to information conveyed directly by the company.

Furthermore, the effectiveness of word of mouth can be measured through the willingness of customers to recommend PT Dream Tours and Travel services to others. The positive experience provided by the company encourages customers to share stories and recommend services to other potential customers. Thus, customer satisfaction becomes a key factor in the sustainability of a word-of-mouth-based marketing strategy.

c) Aspect of Brand Trust

Dream Tours cultivates customer trust through consistent service delivery that matches its promises, demonstrated by its transparent and informative official website which provides comprehensive details on schedules, packages, and online registration - offering convenience and security to customers. Positive customer experiences further reinforce this trust, generating valuable word-of-mouth recommendations that enhance the brand's reputation. According to digital marketing experts, maintaining this trust requires ongoing innovation in pilgrimage packages with unique, competitive features that differentiate Dream Tours from rivals, thereby strengthening loyalty among existing customers while attracting new ones through organic referrals.

d) Brand Preference vs Price Aspect

Dream Tours strategically balances brand strength and competitive pricing to meet customer expectations in the religious travel market. While the company's strong reputation for service quality (90% package accuracy rate) builds trust and justifies premium positioning, it simultaneously accommodates price-sensitive customers through value-added offerings like flexible departure dates. Digital marketing experts confirm this dual approach effectively addresses the market's key decision factors - brand reliability and affordability - though operational variables like occasional hotel changes (10% variance) remain industry challenges. By maintaining this equilibrium between perceived value and cost considerations, Dream Tours sustains its competitive edge in the pilgrimage travel sector.

e) Customer Expectations Aspect

Customer expectations play a major part in ensuring loyalty to Dream Tours. Customers expect competitive prices, consistent service, and strategies to strengthen the relationship between the company and consumers. Approaches such as post-experience reviews, post-trip communication, and expanding to other regions can enhance brand loyalty and reach more potential customers. Ongoing interactions post-trip are crucial for customer satisfaction and emotional connection with the company. Customers also expect innovation in services, such as religious tourism packages with multiple destinations in one umrah trip, to make their travel experiences more memorable. Meeting these expectations can help Dream Tours enhance customer loyalty and strengthen its position in the religious travel industry.

3.2. Discussion

PT Dream Tours and Travel implements Integrated Marketing Communication (IMC) to maintain brand loyalty through various communication approaches. One key approach is public relations, focusing on enhancing the company's positive image. They engage in CSR programs like aiding orphans and the Umrah Charity program to create goodwill, even if not widely publicized. This fosters the idea that Dream Tours is socially responsible, not just a travel agency. Authentic CSR programs, as per Kotler and Keller (2016), can build customer loyalty by forming an emotional connection.

Dream Tours uses media relations via platforms like Instagram, TikTok, websites, and WhatsApp blasts to reach a wider audience cost-effectively, aligning with IMC's digital marketing concept that stresses customer interaction for brand loyalty.

Direct sales, another crucial strategy, involves personal communication methods like phone calls, WhatsApp messages, and home visits to build relationships. Providing personalized experiences, such as birthday greetings in the Holy Land and specially designed rooms for honeymooning couples on Umrah trips, distinguishes Dream Tours. Personalization, following Kotler and Keller (2016), boosts customer satisfaction and brand loyalty, evident in repeat customers and referrals.

Apart from direct sales, sales promotions like discounts, bundled packages, and seasonal offers attract and retain customers. Promotions like "Buy 3 Get 1 Free" and timely discounts influence purchase decisions and loyalty. However, some customers are unaware of loyalty programs, pointing to the need for better communication.

Advertising strategies involve a multi-platform approach, spanning social media, websites, printed ads in airline magazines, and billboards. Social media, especially Instagram, is effective due to high user engagement. Maintaining consistency in advertising messages, logos, colors, and slogans across all platforms reinforces brand recall. Evaluation of ad effectiveness through social media analytics, website traffic, and customer feedback helps optimize marketing. Creative elements like storytelling and emotional narratives enhance customer appeal and emotional connections, aligning with IMC.

To boost brand loyalty, Dream Tours partners with travel communities, influencers, and Islamic banks. Influencer collaborations increase brand exposure, particularly on social media. Partnerships with Islamic banks enhance credibility as a Umrah travel provider. Improved communication is needed to enlighten customers about these collaborations and their benefits.

The PT Dream Tours and Travel's implementation of IMC to maintain brand loyalty involves various complementary methods. These include utilizing social media, offering personalized services, running promotional campaigns, and forming strategic partnerships, all of which have positively influenced customer trust and brand visibility. However, there are areas for improvement, such as enhancing communication about brand loyalty programs and strategic collaborations to ensure more customers are informed about the advantages. Additionally, taking a more proactive approach to reaching potential customers could boost the overall effectiveness of the marketing strategy. Constantly refining these IMC methods can further solidify Dream Tours' position as a trusted Umrah travel service provider and foster long-term customer loyalty.

The results of this study offer guidance for Umrah travel service companies looking to develop effective marketing communication strategies that enhance customer loyalty. One key takeaway for business practice is the importance of utilizing digital media platforms like Instagram, TikTok, and WhatsApp as primary communication tools with customers. Digital channels enable businesses to engage in more personalized interactions, distribute information rapidly, and reach a wider audience at a lower cost compared to traditional media. Moreover, implementing direct sales approaches centered on personalized service has been shown to deepen customer connection to the brand. Consequently, other companies in the travel industry can emulate these tactics by ensuring their sales teams are trained to provide customers with a more personalized and intimate experience.

Moreover, it is critical for companies to improve communication about their brand loyalty programs to ensure that more customers are aware of the benefits. Even though initiatives like discounts, bundling, and seasonal promotions are effective at attracting new customers, some may not be aware of long-term loyalty programs. Enhancing the effectiveness of these strategies can be achieved through more structured communication methods, such as sending personalized messages to existing customers, implementing point-based reward systems, and incorporating gamification into promotions to boost customer engagement. In terms of crisis management, the solution-focused approach employed by Dream Tours also offers valuable insights for other service companies on dealing with negative issues that could potentially harm their brand reputation.

This study contributes to the development of the IMC concept in the travel and tourism industry, particularly concerning brand loyalty enhancement. The findings support Kotler and Keller's (2016) theory that an integrated marketing approach encompassing public relations, direct sales, advertising, sales promotion, and digital marketing can create a more consistent customer experience and strengthen brand loyalty. In this context, the study affirms that service personalization in direct sales plays a more significant role in building customer loyalty compared to relying solely on price-based promotions.

This research also provides new perspectives on the effectiveness of digital media in travel service marketing. While previous studies have focused on the effectiveness of conventional media such as television, radio, and print in marketing communication, this study highlights that social media has a more significant impact in fostering customer interactions and trust. This aligns with the digital marketing communication concept, which emphasizes the importance of engagement and two-way interaction between companies and

customers. Additionally, this study provides new insights into the role of collaborations with travel communities and influencers in strengthening a company's brand positioning, which is a critical aspect of IMC in the digital era.

Thus, this study not only provides implications for business development in the Umrah travel industry but also enriches academic discourse in marketing and business communication. This opens opportunities for further research to explore in greater depth the effectiveness of IMC approaches in various other service sectors, as well as how the combination of digital and traditional marketing can be optimized to enhance customer loyalty in a competitive industry.

The research notes some possible limitations, such as biases from interviews and self-reported information. Participants may present overly positive experiences or socially desirable responses. The qualitative research is subject to researcher subjectivity. To address these limitations, the study used multiple data collection methods and maintained transparency about the methodology.

4. Conclusion

Based on the research results, the implementation of Integrated Marketing Communication (IMC) by PT Dream Tours and Travel has proven to be an effective method in maintaining brand loyalty. The company has successfully integrated various marketing communication elements, such as advertising, direct marketing, public relations, sales promotions, and digital media, all of which are aligned to create consistent and relevant messages across various platforms. This method enables the company to reach customers with a personal approach, provide positive experiences, and build strong long-term relationships.

The marketing and service strategies of Dream Tours have increased customer loyalty. High service usage shows satisfied customers. Professionalism, reliability, and memorable experiences are key to loyalty. Promotions like discounts, bundling, and cashback attract new customers. Brand loyalty programs need better promotion for customer awareness. Trust in Dream Tours is built on transparency and communication. Improvements needed in travel package variety, expansion, and customer documentation. Better communication can help customers understand the benefits of partnerships. Superior service, effective marketing, and customer trust maintain loyalty at Dream Tours.

The company's success in IMC is due to using digital and social media for better customer interaction and quick responses. They also use data-driven methods for personalized communication. Despite competition, they maintain communication quality through innovation and customer service. This leads to increased satisfaction, brand loyalty, and a positive company image. IMC helps retain customers and improves competitiveness and sustainability.

The study on PT Dream Tours and Travel offers valuable insights for travel agencies looking to improve marketing communication and customer loyalty. Other agencies can adopt strategies like using digital platforms, offering personalized services, and creating clear loyalty programs. Consistent communication, strategic partnerships, and customer-focused marketing techniques are key. Successful marketing involves more than just traditional advertising; it requires integrating digital tools, personalized services, and responsive customer engagement.

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