

Quality Of Service For Umrah Pilgrims At Pt Qiblatain Sakti Gending Probolinggo

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ABSTRAK

Submit: 27 Maret 2025
Revisi: 12 April 2025
Disetujui: 26 April 2025

Abstrak: Indonesia memiliki jumlah penduduk Muslim terbesar di dunia, membuat minat melaksanakan ibadah umrah sangat tinggi, terutama karena keterbatasan kuota haji. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan dan loyalitas jemaah umrah di PT Qiblatain Sakti, Gending, Probolinggo. Metode kualitatif deskriptif digunakan dengan data dari observasi dan wawancara kepada 5 jemaah dan 2 petugas. Hasilnya menemukan bahwa aspek pelayanan seperti responsiveness, assurance, reliability, tangible, dan empathy berdampak signifikan pada kepuasan dan loyalitas jemaah. Kualitas pelayanan yang baik dapat meningkatkan kepuasan dan loyalitas jemaah umrah. Studi ini merekomendasikan peningkatan strategi pelayanan untuk meningkatkan kepercayaan jemaah.

Kata kunci: Kualitas Pelayanan, Jemaah Umrah, Loyalitas, PT Qiblatain Sakti

ABSTRACT

Abstract: Indonesia has the largest Muslim population in the world, making interest in carrying out Umrah very high, especially due to the limited Hajj quota. This study aims to analyze the influence of service quality on the satisfaction and loyalty of Umrah pilgrims at PT Qiblatain Sakti, Gending, Probolinggo. The descriptive qualitative method was used with data from observations and interviews with 5 pilgrims and 2 officers. The results found that service aspects such as responsiveness, assurance, reliability, tangible, and empathy had a significant impact on congregation satisfaction and loyalty. Good service quality can increase the satisfaction and loyalty of Umrah pilgrims. This study recommends improving service strategies to increase congregational trust

Keywords: Service Quality, Umrah Pilgrims, Loyalty, PT Qiblatain Sakti

How to Cite

Andriyana, N., & Fitri, N. Quality Of Service For Umrah Pilgrims At Pt Qiblatain Sakti Gending Probolinggo. Maro: Jurnal Ekonomi Syariah Dan Bisnis, 8(1). <https://doi.org/10.31949/maro.v8i1.13334>

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1. Introduction

One nation where the majority of people are Muslims is Indonesia. Many of them want to fulfill the 5th pillar of Islam, namely Hajj, for those who can afford it, but the Indonesian state has begun to restrict Hajj so that all Muslims have to wait for a long process in performing Hajj. Therefore, there is another alternative to make pilgrims still able to go to Makkah and Medina, namely by carrying out the Umrah pilgrimage. Umrah is a series of worship that can be carried out at any time. (Anggriani, Ryan Pradesyah, 2024)

The high spirit of worship is another factor for the increase in the desire of Indonesia's Muslim community to perform the Hajj and Umrah. The increased economic growth of Indonesia, a country with a sizable Muslim population, is reflected in the rising enthusiasm in making the Umrah pilgrimage. Allah SWT states in Surah Al-Baqarah verse 158:

إِنَّ الصَّفَا وَالْمَرْوَةَ مِنْ شَعَائِرِ اللَّهِ فَمَنْ حَجَّ الْبَيْتَ أَوْ اعْتَمَرَ فَلَا جُنَاحَ عَلَيْهِ أَنْ يَطَّوَّفَ بِهِمَا
وَمَنْ تَطَوَّعَ خَيْرًا فَإِنَّ اللَّهَ شَاكِرٌ عَلِيمٌ

Means:

"Indeed, Shafaa and Marwa are part of Allah's shari'ar. So whoever performs Hajj to Baitullah or performs 'Umrah, then there is no sin for him to do sa'i between the two. And whoever does a good thing willingly, then indeed Allah is Grateful for goodness and All-Knowing."

A Hajj and Umrah travel agency or called Travel is a business entity that provides services related to Hajj and Umrah trips. The large number of travelers who carry out Hajj and Umrah departures requires pilgrims to be more selective in choosing a trusted Umrah travel agency. Therefore, Hajj and Umrah travel agency companies compete to gain the trust and loyalty of pilgrims. Because of this, entrepreneurs are becoming more and more interested in operating Hajj and Umrah-related enterprises, on the basis of current facts. All of this, though, is inextricably linked to the government's function as the oversight body. Entrepreneurs have consequently started service-based companies, like travel firms for tourists and Umrah packages (PT). (Qiblatain Safarina Bakti, Gending-Probolinggo), which has an official permit number AHU-0038020. AH.01.02 of 2022 from the Republic of Indonesia's Ministry of Religion and has met the requirements for the implementation of Umrah Travel (PPIU). Because when choosing Hajj and Umrah travel agency services or travel, make sure that the agency chosen is the best. Because, along with the increasingly mushrooming of the travel business, there is such fierce competition. This fierce competition often gives birth to travel agencies that have the heart to deceive consumers, generally in the mode of providing very cheap prices that make many people tempted (Sabir et al., 2020).

So important is management in companies, especially sharia companies, namely Hajj and Umrah, companies with a management are tangible evidence of the increasing number of Hajj and Umrah pilgrims every year. We can reflect on previous years, in 2018 the congregation amounted to 2.3 million, then in 2019 it soared to 2.5 million pilgrims. This proves that the management implemented by Saudi Arabia is getting better. However, in the following year, namely 2020-2021, prospective pilgrims for Hajj and Umrah decreased along with the pandemic (Mansyur & Hudaya, 2023).

In realizing quality service, an employee must have a strategy to prepare himself to be a servant for the community. Because if the service provided is not satisfactory, complaints will arise about the quality of service from the community served either directly or indirectly. As of now, there are still many people who report because employees at this institution are still not optimal in carrying out services. In addition, now the times are modern so that to see complaints will be easy, complaints can be in the form of indirect complaints on social media so that information about the services provided by employees who are still not optimal spreads faster. However, there are quality services that can satisfy the people who are still faced with problems that until now have not been fully overcome. The problem is that there is still a low quality phase that can maximize its performance to the community.

Previous research studies are either in the form of journals or other sources that are studies of researchers as well as a reference for authors in writing this research.

First, a journal written by (Nugroho, 2016) with the title "The Effect Of The Quality Of Umrah Package Services On The Interest Of Pilgrims To Register At Pt Cordoba Berkah Mandiri" The study found that pilgrims' interest in selecting travel organizers for the Umrah pilgrimage is significantly positively impacted by service quality, as seen by the growing number of pilgrims choosing travel organizers.

Both Journals written by (Sabir et al., 2020), with the title "The Role Of Cooperation Between Travel An-Nur Maarif Parepare And Sharia Banks In Increasing The Number Of Pilgrims" The results of

this study are 1). The cooperation system between PT. An-Nur Maarif and Bank Syariah in Hajj and Umrah are promotions, trust and service. 2). The increase in the number of pilgrims depends on the services of the travel party. One of the services carried out by PT. An-Nur Maarif is collaborating with Sharia Banks regarding funding.

Therefore, service quality is very important for a company in order to achieve a goal of a company. This is also supported by other opinions regarding the quality of service, in public services there are service standards, among the services that are entitled to be obtained. There are five aspects of service quality, including responsiveness, assurance, reliability, tangible, empathy. From these five aspects, it can be concluded that the ability to petrify the community, the ability to have good manners, reliability in serving the community, service facilities provided to the community are quite adequate, friendly in carrying out their duties even though they must remain firm. Serving the community there are also several factors that can affect employee performance in serving the community, namely a less supportive work environment, incomplete facilities, and lack of employee capabilities. Some of these factors can cause the quality of services in the institution to be satisfactory. (Dani Alfa, 2023)

With the quality of service with the activities carried out or carried out in the field, it must be in the same direction. So, this has a great influence on the satisfaction of pilgrims and the caliber of services the business offers. Considering the backdrop of the research researched by the researcher in formulating the problem, namely Does the quality of facilities and services affect pilgrims to become loyal customers? What elements influence the level of service provided to pilgrims performing the Umrah? How to make the quality of service to meet the expectations of Umrah pilgrims? Are there any communication obstacles related to services between travel officers and pilgrims outside the city? Finding out how well PT Qiblatain Sakti Gending Probolinggo serves Umrah travelers is the aim of this study.

2. Method

In this study, The researcher employed a qualitative descriptive approach called "The Influence of Service Quality on Umrah Pilgrims to Increase the Number of Pilgrims at PT Qiblatain Sakti Gending Probolinggo".

The researcher obtained data through an observation process (field) through interviews with 5 Umrah pilgrims and 2 service officers. Therefore, the researcher chose a qualitative method so that the data presented is accurate and easy to understand because writing can explain in detail and perspective. (Kohar et al., 2022)

3. Result

From the results of the research that has been researched using observation (interviews and participation) it shows that, we officers/employees always upgrade the best service to the congregation as a goal to increase reputation, satisfaction, awareness and loyalty to the congregation, so that it is able to influence the congregation to become loyal customers. Starting from serving quickly and precisely, having extensive knowledge (competent employees), providing good facilities and infrastructure, being able to be responsible, being able to communicate with the congregation starting from the aspect of attitude, good speech and politeness in serving the congregation, understanding the needs of the congregation and giving trust to the congregation. This is very influential in the field of travel which can be viewed positively in satisfying the pilgrims so that it can indirectly attract the interest of pilgrims to continue to join their trusted travel.

This is an important factor in increasing the number of pilgrims which is a benchmark to compare the perception of the feasibility of the service that they really receive from the quality of service and service characteristics, by providing testimonials of previous Umrah trips related to the provision of good service according to the wishes of the pilgrims, because indirectly it has given a positive impression of

service and can maximize the expansion of the network to Jama'ah by inviting friends, neighbors and so on to continue to join.

The quality of service to pilgrims is an important reference for companies in attracting pilgrims to continue to join travel organizers, because to improve the quality of service in meeting the expectations of pilgrims can be seen from the company how good the level of service is, and how capable the company is in meeting the needs of its consumers. Therefore, the travel agency always evaluates the performance of employees in serving the pilgrims by providing training and insight to the staff, starting from giving personal attention and forming an organization of intensive employees in accordance with their fields, always looking neat and serving quickly and appropriately (responsive and reliable), and having high empathy by listening to complaints and being able to understand needs and be able to provide solutions related to problems.

Regarding communication, after the researcher conducted an interview related to whether there are communication obstacles related to services between travel officers and pilgrims who are outside the city of Probolinggo, officers/employees are not required to use the language of the congregation, but at least employees must know some of the vocabulary of the congregational language.

For now there are no obstacles related to communication between employees and other pilgrims as well as the TG (Tour Guide). Because the TG is full in guiding the pilgrims using Indonesian, so the pilgrims are not confused in carrying out the Umrah pilgrimage, the pilgrims just have to follow what the TG ordered. Because all the schedules of activities that will be carried out there have been informed in advance by the TG.

The suggestion from one of the Umrah pilgrims is expected to update the existing service strategy with the emergence of a new strategy that can be viewed positively for the pilgrims so that it can indirectly improve the quality of their services, so that pilgrims and prospective pilgrims can continue to join the travel organizer. Here the researcher proposes for the next researcher, the researcher should add variables that are not discussed in the study.

4. Discussion

The findings of data analysis is explained correctly in the article. The discussion part logically explains the findings, associated with the relevant sources.

From the results of the research that has been researched using observation (interviews and participation) it shows that, we officers/employees always upgrade the best service to the congregation as a goal to increase reputation, satisfaction, awareness and loyalty to the congregation, so that it is able to influence the congregation to become loyal customers. Starting from serving quickly and precisely, having extensive knowledge (competent employees), providing good facilities and infrastructure, being able to be responsible, being able to communicate with the congregation starting from the aspect of attitude, good speech and politeness in serving the congregation, understanding the needs of the congregation and giving trust to the congregation. This is very influential in the field of travel which can be viewed positively in satisfying the pilgrims so that it can indirectly attract the interest of pilgrims to continue to join their trusted travel.

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5. Conclusion

Considering the findings of studies on the influence of service quality on Umrah pilgrims to increase the number of pilgrims, I as a researcher conclude that the level of service quality to pilgrims must be considered to attract the attention of pilgrims and cannot be ignored by some travel parties in giving the impression of good service to pilgrims which is assessed from responsiveness, assurance, reliability, tangible, empathy. From these five aspects, it can be concluded that the ability to petrify the community, the ability to have good manners, reliability in serving the community, service facilities provided to the community must be adequate, friendly in carrying out their duties even though they must remain firm. For communication between employees and pilgrims there are no obstacles, regarding communication between TG (Tour Guide) and pilgrims there are no obstacles, because from the TG (Tour Guide) can guide communication to pilgrims in Indonesian.

The suggestion from one of the Umrah pilgrims is expected to update the existing service strategy with the emergence of a new strategy that can be viewed positively for the pilgrims so that it can indirectly improve the quality of their services, so that pilgrims and prospective pilgrims can continue to join the travel organizer. Here the researcher proposes for the next researcher, the researcher should add variables that are not discussed in the study.

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