

MANAGEMENT ANALYSIS OF HAJJ AND UMRAH TRAVEL SERVICES PT. JGROUP AMANAH WISATA

Sayudin¹, Aldian Yusup², Rudi Ferdiansah³

Universitas Swadaya Gunung Jati Cirebon, Indonesia¹

Universitas Muhammadiyah Cirebon, Indonesia^{2,3}

Email: sayudinsay93@gmail.com,

yusufaldian895@gmail.com,

rudiferdiansah11@gmail.com

Abstract

This study aims to analyze the service management system in Hajj and Umrah travel in order to improve the quality of prospective pilgrims, including: planning, organizing, implementing and evaluating. Providing good service or services to the congregation will provide satisfaction to the congregation which in turn will create the loyalty of the congregation to the manager (travel) concerned. The research was made based on its nature using descriptive methods. The results obtained are that the service applied to PT. Jgrup Amanah Wisata is quite good because its implementation is in accordance with theory and practice.

Keywords: Management, Services, Travel Services.

This article is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International](https://creativecommons.org/licenses/by-sa/4.0/)



INTRODUCTION

Every human being, especially Muslims, wants every human being, especially Muslims, to want perfection in worship by carrying out all the commands of Allah SWT and staying away from all His prohibitions. Umrah worship activities have sides that must be considered in its implementation (Aziz, 2007). That is, the standards for implementation when still in the homeland, there are many important aspects that must be considered for development, such as in service services, namely: (management of Umrah documents, medical examinations for prospective pilgrims), and manasik guidance, namely: (guidance material, guidance methods and time), provision of equipment and religious consultation. The standard for Umrah worship services in the holy land includes accommodation, transportation, consumption, protection, migration and health services (Yusni, 2015). However, the implementation of Umrah services so far has been less effective and efficient.

This also affects the quality of service delivery and protection for pilgrims. In order for the purpose of carrying out the Umrah pilgrimage to be successful and achieving the targets to be achieved, it is necessary to have management, both management in the field of service, counseling and guidance, rituals and so on. So that what the pilgrims aspire to in performing the Umrah pilgrimage can be obtained

perfectly and satisfactorily. So this opportunity is being looked at not only by the government but also by the organizing bureaus competing to attract the sympathy of the congregation. All of them are competing to offer coaching, service and protection with the advantages of different facilities for popularity. This is where these institutions play a role.

Providing good service or services to the congregation will provide satisfaction to the congregation which will ultimately create the loyalty of the congregation to the manager (travel) concerned (Hanim, 2020). If the service for services is perceived as good and satisfactory, vice versa if the service or services received are lower than expected. Then the quality will be considered bad. one of the characteristics of good service can provide satisfaction to the congregation, namely having professional employees, the availability of complete and high-quality facilities and infrastructure, all wishes available and of course being able to take full responsibility until completion (Sari, 2021).

In Law Number 13 of 2008 concerning the Implementation of the Hajj Pilgrimage, it regulates a series of activities for managing the implementation of the Hajj which includes coaching, service and protection of pilgrims. The purpose of organizing the pilgrimage is to provide the best possible guidance, service and protection for pilgrims so that pilgrims can perform their worship in accordance with the provisions of Islamic teachings (Refenza, 2022). The implementation of the pilgrimage is carried out based on the principles of fairness, professionalism and accountability with non-profit principles (Ilmiyatin & Jundah, 2018). In realizing people's welfare, optimal service is needed for the community, active participation from the wider community also helps to achieve better services. So the government apparatus must be more capable and responsive in providing services in various fields and sectors.

This ability and response can be obtained by simplifying service procedures and procedures. So that people who need services feel the convenience, smoothness, and certainty. With good and optimal service it is expected to achieve national development goals, namely creating a law-abiding, modern civilized, democratic, just, prosperous and highly moral civil society. who must carry out services in a fair and equitable manner to the community based on loyalty and obedience to Pancasila and the 1945 Constitution. Public service management is the overall service management activity carried out by the government which is operationally carried out by the technical implementing units (UPT) of the Ministry/ Government agencies or state-owned legal entities in accordance with their authority, both direct and indirect services through certain policies (Revida et al., 2021).

This study aims to analyze the service management system in Hajj and Umrah travel in order to improve the quality of prospective pilgrims, including: Planning, organizing, implementing and evaluating.

RESEARCH METHODS

The research was made based on its nature using the descriptive method (Syahril Iskandar, 2020), in which the descriptive method is a method that does not look for or explain relationships, does not test hypotheses or predictions but is used as a practical way to explain and describe Hajj and Umrah travel services at PT. JGroup Amanah Wisata.

The data sources obtained in this study were based on two methods, including using secondary data, namely data obtained directly from respondents in the form of

notes, interview results and observations. The data is then obtained from written sources using library research techniques which refer to sources available both online and offline such as: scientific journals, books and news sourced from trusted sources. Data collection techniques used in this study were observation, interviews and research. This data is analyzed and then conclusions are drawn.

RESULT AND DISCUSSION

Service management who must show a ready attitude in all matters of any activity, also provide the best service to their congregation, look polite and be friendly, and be able to communicate so as to create good relations with their congregation (Lay, 2021). In terms of services provided by an institution or company, it cannot be separated from the name of the service as expected by consumers as well as in the affairs of the institution. In general, good service is service that is fast, honest, and open. The services coveted by the community are: 1) Ease of managing interests; 2) Obtain reasonable service; 3) Get equal treatment without favoritism; 4) Get honest and frank treatment. To carry out all of this, of course, appropriate management is needed in the field of service to pilgrims at these institutions or companies. Management factors must also be carried out with predetermined conditions. As for Terry to determine and achieve organizational goals can be done by implementing the functions of planning, organizing, actuating and supervision (Controlling).

The service that is coveted by the community is the ease of managing interests; obtain reasonable services; get equal treatment without favoritism; get honest and frank treatment (Ningsih & Jehadianti, 2019). To carry out all of this, of course, appropriate management is needed in the field of service to pilgrims at these institutions or companies

Hajj services managed by the government through the Ministry of Religion of the Republic of Indonesia and regulated in Law no. 17 of 1999, as well as Decree of the Minister of Religion No. 244 of 1999 concerning the implementation of Hajj and Umrah as well as Decree of the Director General of Islamic Community Guidance and Hajj Affairs Number D/296 of 1999 concerning Guidelines for the Implementation of Hajj and Umrah Pilgrimage. In this case the Ministry of Religion in carrying out the services of pilgrims is to provide services needed by pilgrims starting from the registration process to the process of departure of pilgrims to the holy land of Mecca, in collaboration with relevant agencies appointed by the government. 37 Thus the management of Hajj services and Umrah is a series of activities or is said to be a management process, namely the management side regulates and controls the service process, so that the mechanism of service activities can run orderly, smoothly, right on target and satisfying for those who must be served.

Service Planning for Hajj and Umrah Travel PT. JGroup Amanah Wisata

Hajj planning is a thought process, both in outline and in detail, of a job to be carried out to achieve the best and most economical certainty as an illustration of an activity that will come within a certain time and the method to be used in connection with the implementation of the pilgrimage. For the planning of Hajj and Umrah services PT. Jgrup Amanah Wisata certainly requires several predefined programs, including: Pre/pre-Hajj and Umrah services, Hajj pilgrimage implementation services, and post-Hajj/caravan services (alumni association). The programs provided by KBIH Salman ITB are as follows: a) Pre/pre haj and umrah services; Pre-/pre-haj planning relates to the preparations that will be planned before the departure of the pilgrimage to the holy

land and until returning to the homeland. This pre/pre-hajj planning is broadly related to quotas and registration as well as preparation for prospective pilgrims to perform the pilgrimage.

In planning the departure of the pilgrimage, PT. Jgrup Amanah Wisata has prepared a schedule for a full year. In this pre-/pre-haj activity, there are usually pre-manic activities, rituals and activities related to the administration of hajj departure. In the Pre-manasik activities, namely activities that certainly provide a general description regarding the pilgrimage to the prospective pilgrims, whether they are going to depart this year or those who will depart in the coming year or who have not registered for Hajj at all, because this is its nature general. The Hajj ritual activities are specifically for prospective pilgrims who will carry out the pilgrimage this year and have indeed registered themselves to receive guidance from PT. Jgrup Amanah Wisata itself. This ritual activity is programmed for 16 meetings or approximately four months. So this ritual activity begins about 6 months before the departure or pilgrimage season, from the month of Rabiul Awwal to Rabiul Akhir.

In addition to the departure activities of the pre hajj rituals and hajj rituals, PT. Jgrup Amanah Wisata provides a program, namely services for prospective pilgrims related to preparing all important documents or departure administration, for example one example of prospective pilgrims who do not have passports from PT. JGrup Amanah Wisata helps with passport matters. For prospective pilgrims who already have Hajj savings and have received a Hajj portion number then the service registers with KEMENAG and then for mutation services or prospective pilgrims who do register in different cities but wish to depart at PT . Jgrup Amanah Wisata, PT. Jgrup Amanah Wisata is always ready to serve or help arrange these services as well as other services that are of a nature to assist pilgrims in preparing for Hajj departure which are indeed technical areas such as registration, travel documents, checking visas from pilgrims whether they are in accordance with what is stated and related to health preparations including guidance manaik which prepares the congregation in all aspects starting from aspects of worship, technical aspects and non-technical aspects. b) Services for the process of carrying out the Hajj and Umrah pilgrimage, in the service process for carrying out the Hajj and Umrah pilgrimages by PT. Jgrup Amanah Wisata provides two guidance service programs to its congregation, including: 1) Guidance services for worship in the holy land, PT. Jgrup Amanah Wisata has appointed or given assignments to supervisors to guide prospective Hajj and Umrah pilgrims, starting from Service Management at PT. JGrup Amanah Wisata in Improving the Quality of Prospective CongregantsTadbir departures to return to their homeland both in the guidance of the Hajj and Umrah pilgrimages, providing material and giving lectures and Islamic studies to the pilgrims; 2) Operational guidance services in the holy land, in the implementation of operational guidance in the holy land PT. Jgrup Amanah Wisata, not only provides guidance to prospective pilgrims, but also must create an atmosphere of a sense of security and comfort when prospective pilgrims are carrying out the Hajj or Umrah pilgrimages. Also provide direction to supervisors in carrying out guidance and services to prospective pilgrims and Umrah pilgrims to the maximum in order to achieve a quality level of prospective pilgrims.

Planning related to the implementation of the pilgrimage includes planning regarding the determination and appointment of officers by PT. JGrup Amanah Wisata and planning for the management of pilgrims during the pilgrimage and umrah in the holy land to accommodation planning during the pilgrimage and umrah in the holy land

to achieve goals and create a vision and mission that are in accordance with PT. JGrup Amanah Wisata set. The existence of this vision and mission also shows that there is planning management in the implementation of Hajj and Umrah services. Planning function at PT. Jgrup Amanah Wisata can also be seen from the planned guidance program that will be carried out in the homeland, in the holy land until after the return of the Hajj and Umrah pilgrimages. Based on the data obtained, it can be explained that the services provided by PT. JGrup Amanah Wisata optimally and creates its own satisfaction for Hajj and Umrah pilgrims so that they feel safe and comfortable while carrying out the pilgrimage in the holy land and until they return to Indonesia. The advisors are also patient in providing material and attention in all aspects of activities besides the responsibilities given by PT. Jgrup Amanah Wisata brings its own charm to its pilgrims to follow the guidance of the pilgrimage at PT. JGroup Amanah Wisata. c) Post haj/caravan services (alumni association), in fostering post hajj services PT. Jgrup Amanah Wisata formed a caravan or alumni association of pilgrims, until now it has been running for about 18 years or 18 batches of alumni of the pilgrimage. The form of provision is PT. Jgrup Amanah Wisata provides a forum for the alumni of the pilgrimage and there are coaching programs that are held once a month and for each meeting, the material presented is in accordance with the requests of the alumni of the pilgrimage.

Organization of Services at PT. JGroup Amanah Wisata

In organizing the PT. Jgrup Amanah Wisata has grouped or divided tasks among the staff of PT. Jgrup Amanah Wisata itself, and assigned to overcome the problems that exist at PT. Jgrup Amanah Wisata, whether it's a matter of guidance to prospective pilgrims and Umrah pilgrims, implementation problems during registration, transportation, accommodation, consumption and health problems. PT. JGrup Amanah Wisata has selected staff or workers who can truly be responsible and trusted for their duties. So that prospective pilgrims are not confused in carrying out the pilgrimage and umrah, besides that, so that pilgrims and umrah pilgrims are mabrur and in accordance with the sunnah of the Prophet. Jgrup Amanah Wisata provides coaching that is oriented towards mastery of Hajj rituals and has noble character apart from that, PT. Jgrup Amanah Wisata involves several religious figures who are proficient and experienced so that the pilgrimage can run in an orderly, smooth, safe and comfortable manner and requires a competent guide in the field of Hajj and Umrah.

Meanwhile, according to government regulations, guidance for prospective pilgrims is carried out by the government and the community with the following conditions: a) 3 times mass guidance carried out by the Regency/City Ministry of Religion and 7 times group guidance carried out by the District Office of Religious Affairs (KUA) domicile of the congregation; b) For its implementation, a team was formed which was issued by the Head of the Regency/City Ministry of Religion Office, both for mass guidance and group guidance at the sub-district KUA; c) For Districts with less than 1 group (less than 45 people) can be combined with other districts; d) Guidance material refers to the guidance guidebook issued by the Ministry of Religion; e) Guidance fees are borne by the government (Ministry of Religion); f) Karu and Karom upgrading at the Regency/City Ministry of Religion; g) Guidance simultaneously and continuously arriving at the Holy Land in each round, accompanied by several haj officers including TPIH, TPIHI and TKHI whose function is to provide guidance and guidance during the journey and implementation of the pilgrimage in the holy land; h) Guidance is also given at the Hajj Dormitory before departure to the holy

land; i) Manasik guidance curriculum implemented at the sub-district KUA and the Regency/City Kankemenag.

Service Implementation at PT. JGroup Amanah Wisata

For the mobilization or implementation of KBIH Salman ITB has divided the tasks among the staff of PT. As for the Amanah Wisata group, there is a pick-up section for hajj and umrah pilgrims which applies to groups and for this pick-up it depends on the number of prospective hajj and umrah pilgrims who will carry out worship in the holy land. After that, prospective hajj and umrah pilgrims Service Management at PT. JGroup Amanah Wisata. In Improving the Quality of Prospective Pilgrims, Tadbir gathers to prepare for departure and to check prospective pilgrims, which is carried out by officers who have been given responsibility by PT. Jgroup Amanah Wisata itself. And for the system of organizing the pilgrimage which consists of institutional aspects, management, financial management, improvement in human resource development, as well as support for effective facilities and infrastructure in improving services to prospective pilgrims and Umrah pilgrims, at least there are problems identified such as registration, fees, guidance, health services and so on. In this case PT. Jgroup Amanah Wisata in carrying out guidance for the Hajj and Umrah pilgrimages does not remain silent, but always pays attention to, protects and manages until everything goes well so that the departure of prospective pilgrims and Umrah pilgrims goes as desired.

It is also stated in the regulation on the protection of pilgrims from the time they register and are recorded in the Siskohat (Integrated Hajj Information and Computerized System) of the Ministry of Religion (Kemenag), which includes: a) Certainty of departure to perform the pilgrimage; b) Guarantee of health, safety and security of pilgrims during the pilgrimage; c) Protection against the threat of disease through meningitis vaccination; d) Life insurance guarantees for pilgrims who experience accidents or death; e) Pilgrims who have paid off the current BPIH are given insurance coverage with the suggestion that the premium is a BPIH component unit determined by the President. The validity period of life insurance starts from the time the prospective hajj pilgrims leave their domicile to perform the Hajj leaving their domicile to perform the Hajj until they return to their homeland before arriving home. Submission of claims no later than 60 (sixty) days after the last flight group is left in the country. While the Hajj and Umrah pilgrimage services are regulated by law in an institution that will dispatch the hajj. The facilities for the pilgrimage rituals provided by PT. Jgroup Amanah Wisata are: a) Competent and experienced presenters; b) Manasik Kit; c) Multimedia suggestions; d) Manic practice props; e) The Manasik building is spacious and comfortable; f) Consumption during rituals; g) Drugs that have been provided.

Service Evaluation at PT. JGroup Amanah Wisata

For supervision when the prospective pilgrims and Umrah pilgrims depart, PT. Jgroup Amanah Wisata participates in accompanying them until they arrive at the holy land, besides that they also supervise whether the procedure is in accordance with the established procedures or vice versa. In implementing its services, PT. Jgroup Amanah Wisata strives to provide the best service in order to create mabrur pilgrims. And the service process is carried out in a planned manner so that all service processes become easier and the explanation is relatively faster so that it makes it very easy for prospective pilgrims and Umrah pilgrims. To find out what are the deficiencies in terms of services that have been provided by PT. Jgroup Amanah Wisata towards its prospective pilgrims, including complaints that are felt by the pilgrims themselves. Prior to returning to Indonesia, PT. Jgroup Amanah Wisata first holds deliberations or

discussions together regarding any problems that have been experienced by the congregation besides PT. Jgrup Amanah Wisata directly handles and responds to all questions asked by pilgrims and Umrah pilgrims. So the conclusion is to measure the level of quality of service that has been provided by PT. Jgrup Amanah Wisata to prospective pilgrims and Umrah pilgrims, PT. Jgrup Amanah Wisata makes every effort to listen to the complaints of prospective Hajj and Umrah pilgrims regarding the inconvenience before/before Hajj and post/after Hajj. Apart from that, the advantages of PT. Jgrup Amanah Wisata organizes Kafillah Alumni or Hajj alumni associations to just stay in touch between pilgrims and other pilgrims so that good communication is maintained, both with PT. Jgrup Amanah Wisata and with other pilgrims.

CONCLUSION

Based on the research results, it can be concluded that the service management applied to PT. Jgrup Amanah Wisata is quite good because its implementation is in accordance with theory and practice. And the services provided by PT. Jgrup Amanah Wisata starts with guidance on Hajj and Umrah rituals, departure and up to return to Indonesia. After the author conducted direct interviews with several prospective Hajj and Umrah pilgrims, it turned out that the pilgrims responded well and the comfort experienced by their pilgrims and there was an increase from year to year.

REFERENCES

- Aziz, A. (2007). *Kustini, Ibadah Haji dalam Sorotan Publik*. Jakarta: Puslitbang kehidupan keagamaan.
- Hanim, N. (2020). *Pengaruh Kualitas Pelayanan dan Fasilitas Terhadap Kepuasan Jamaah Umroh di Al-Marwah Trans Tour Travel Umroh Ponorogo*. IAIN Ponorogo.
- Ilmiyatin, N., & Jundah, S. (2018). *Strategi Pembinaan Petugas Haji Indonesia Pada Direktorat Jenderal Penyelenggaraan Haji Dan Umrah Kementerian Agama Republik Indonesia*. Fak. Ilmu Dakwah dan Ilmu Komunikasi.
- Lay, A. B. (2021). *Manajemen Pelayanan*. PBMR ANDI.
- Ningsih, N. H. I., & Jehadianti, O. G. (2019). Analisis Kualitas Pelayanan pada pelayanan Pendaftaran dan Pengurusan Perkara di Pengadilan Tata Usaha Negara Mataram. *JIAP (Jurnal Ilmu Administrasi Publik)*, 7(1), 13–24. <https://doi.org/10.31764/jiap.v7i1.772>.
- Refenza, R. (2022). Implementasi Undang-Undang Nomor 13 Tahun 2008 Tentang Penyelenggaraan Ibadah Haji. *Qiyas: Jurnal Hukum Islam Dan Peradilan*, 7(1), 39–51. <https://doi.org/10.29300/qys.v7i1.6614>.
- Revida, E., Aisyah, S., Pardede, A. F., Purba, S., Hidayatulloh, A. N., Leuwol, N. V., Arfandi, S. N., Kato, I., Silalahi, M., & Manullang, S. O. (2021). *Manajemen Pelayanan Publik*. Medan: Yayasan Kita Menulis.
- Sari, T. P. (2021). *Penerapan Etika Customer Service dalam Memberikan Pelayanan Kepada Nasabah Bank Muamalat Kota Manna Kabupaten Bengkulu Selatan*. IAIN Bengkulu.
- Syahril Iskandar, M. (2020). *Metode Deskriptif*. Universitas Komputer Indonesia.
- Yusni, M. A. (2015). Studi Tentang Pelayanan Haji di Kementerian Agama Kota Samarinda. *EJournal Ilmu Pemerintahan*, 3(1), 318–332.

**Copyright holders:
Sayudin, Aldian Yusup, Rudi Ferdiansah (2022)**

**First publication right:
AJEMB – American Journal of Economic and Management Business**
