

Analysis of Human Resources Performance in the Field of Umrah Travel Administration (Zafa Tour) PT. Zafa Mulia Mandiri Bengkulu

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ABSTRACT. Administration in a company holds considerable control, coordinating all the interests and objectives of the organization or company that is carried out so that it can be united and can be in line with the same place and time, employee assessments must be compared with the targets and standards that have been set. Competition in the business world or business, you could say that competing in the business world is one of the main things that cannot be avoided, so it should be faced and lived. Competition starts from the world of small businesses and the world of large or broad businesses. One of them, for example, such as competition in the Hajj and Umrah travel agency. The research method used is a qualitative research method with data collection techniques using observation interviews and documentation as well as informants in this study, namely the filing and equipment section, the data obtained is processed then analyzed comparisons and conclusions. This study shows that the performance of the Umrah travel administration is quite tense because it is not only taking care of finances, it turns out that sometimes you have to take care of banners and also browsers for partners, sometimes you also have to take the passports of pilgrims registered by partners.

Keywords: Administration; Partner; Umrah Travel Agency Contribution;

INTRODUCTION

The majority of Indonesian people are Muslims and are the country with the largest Islamic population in the world. As a Muslim community, they are obliged to carry out the pillars of Islam, one of which is the last pillar of Islam, namely the obligation to carry out the Hajj pilgrimage.

Employee performance assessments must be measured and compared by predetermined targets and standards. Providing rewards for employees who contribute more. Analyze and identify employee needs for development training both now and in the future. Determining targets and standards for the future.

Hajj and Umrah are obligatory acts of worship for every able-bodied Muslim. This obligation is the fifth pillar of Islam. Because the Hajj is an obligation, if an able person does not carry it out then he is sinning, and if he does he will receive a reward. Meanwhile, the meaning of Hajj for Muslims is a response to the call of Allah SWT. Hajj and Umrah are only required once in a lifetime. This means that if someone has carried out the first thing, then his obligation is complete. For the second, third and so on it is just sunnah.

The Hajj and Umrah activities have two sides that must be considered in their implementation, namely, the standard of implementation while still in the country, many important aspects must be taken into account, such as in terms of services (payment of ONH deposits to the bank, processing of Hajj and Umrah documents, health examination of prospective pilgrims), manasik guidance, (guidance materials, guidance methods and time), provision of equipment, and religious consultation. Meanwhile, the standards for Hajj and Umrah services in the Holy Land are accommodation, transportation, food, and health services.

Performance analysis to assess the level of success of office management in a certain period based on work plans, work plan realization reports, and periodic office reports; The aspects assessed mainly include capital, assets, management, earnings, and liquidity, abbreviated to camel, compliance with provisions and other aspects: in Indonesia administrative performance analysis is carried out by the CEO as the center of performance analysis can be carried out by other parties for various purposes. Elements to Consider in Performance Analysis.

In general, these elements of performance appraisal do not only apply to employees. Another example of performance assessment is teacher performance assessment at educational institutions to improve the quality of teachers. So that these elements in a broad sense can be applied to any institution other than non-profit companies or government organizations.

Performance appraisal is said to be important because through performance appraisal you can find out how appropriately employees have carried out their functions. The accuracy of employees in carrying out their functions will greatly influence the achievement of overall company performance. Apart from that, employee performance assessment will provide important information in the employee development process.

According to Prawirosentono, performance is the level of success of a person or institution in carrying out its work. Performance appraisal is a way of measuring the contribution of individuals (employees) to the organization where they work. There are several performance assessment indicators according to Gomes (in Nuraini) as follows:

1. Quality of work is accuracy, thoroughness and acceptance of the work carried out.
2. Productivity is the quantity and efficiency of work produced in a certain period.
3. Job knowledge is the practical/technical skills and information used on the job.
4. Dependability is the extent to which an employee can be relied on for completing and following up on tasks.
5. Attendance is the extent to which employees are punctual, and observe specified rest/meal periods and overall attendance records.
6. Independence is the extent to which work is carried out with or without supervision.

Employee performance must be planned continuously, because improving employee performance is not an instantaneous event, but requires well-organized planning and actions for a certain period of time (Engkoswara) because employee performance will increase if the office management implemented in an organization/agency can run smoothly, effectively and efficiently, because office management carried out based on the principles of good office management can encourage employees to be motivated and improve work performance.

Employee performance is very important in the company's efforts to achieve its goals. Higher performance implies an increase in efficiency, effectiveness, or higher quality of completing a series of tasks assigned to an employee in an organization or Umrah travel company Zafa Tour Bengkulu.

METHOD

Types and Research Approaches

The research method used in this research is a qualitative method. Qualitative research methods are methods used to research natural conditions of objects. The data criteria in qualitative research are definite data, while definite data is data that actually occurs as it is. To further strengthen this research, the author took the following steps:

- a. Primary data, namely data obtained directly from respondents in the form of written notes from interviews and documentation.
- b. Secondary data, namely data obtained from written sources and contained in books or files.

Time and Location of Research

Research carried out at the Zafa Tour Bengkulu head office. The topic studied is the analysis of human resource performance in the field of administration. Considering the importance of the quality of human resource performance in the field of administration, in this case, those who run services or handle finances and create service satisfaction for the community. The research location which later became the sample was Jl. Timur Indah Raya no 02 rt 030 / rw. 05 kel. Sidomulyo district. Gading Cempaka, Bengkulu city, Bengkulu province.

Research informant

Information regarding this research was obtained from employees of Zafa Tour Bengkulu (Konrado), employees of the administration department, and also Andre Munthe, the Umrah pilgrim registration department.

Data source

The main aim of the research is to obtain data. Using data collection techniques is the most important step in research. To obtain data, the data source for this research is primary data. The primary data in question is data obtained directly from informants in the form of information and perceptions and responses related to this research, namely by conducting interviews with several informants to obtain the primary data, the researcher used the interview method. The use of this method is intended to explore information more closely related to research problems. Regarding research, researchers used the in-depth interview method.

Data analysis technique

To produce and obtain accurate and objective data for the objectives of this research, the data obtained from the location, both primary data and secondary data, will be compiled, presented, and analyzed using qualitative descriptive in the form of presentations which are then analyzed and narrated. according to the researcher's problem.

RESULTS AND DISCUSSION

In this research, the informants studied were employees of the Zafa Tour Bengkulu Umrah Travel Administration Office, based on the results of research in the field, the researcher will describe some of the research results to answer the problems taken, the results of interviews with information at the Zafa Tour Bengkulu Umrah Travel Office, regarding Analysis of Human Resources Performance in the Field of Zafa Tour Bengkulu Umrah Travel Administration is as follows:

1. Factors inhibiting administrative performance at the Bengkulu Zafa Tour office

According to the results of interviews conducted by researchers with Mr. Andre Muthe as an Umrah travel administration employee, he said that:

- a) There are not enough files prepared by the congregation

The documents required for registering pilgrims are less than what is required by this office, causing the performance of the administration to be hampered. These documents, such as the COVID-19 vaccine card for doses 1, 2, and 3, are hampered.

- b) new partners

This is an obstacle for the administration because creating banners and browsers is borne by the administration.

- c) Problem making a new passport

Making new passports for pilgrims who previously worked abroad was a problem, this became an obstacle for the administration staff to re-arrange the passports for the Umrah pilgrims.

2. How is the implementation of administrative performance at the Zafa Tour office

The implementation of the performance of employees in the administration section is in strict accordance with the SOP (company operational standards) implemented by the management of Zafa Tour Bengkulu. The concessions given by the management for employees whose permits are given two (2) times in 1 working month Start work at 07:30, rest time 12:00-13:00, home time is 16:30

Whether an employee's performance increases or decreases can be seen from the quality of the employee's work, the quantity of the employee's work, the timeliness of the employee in working in all aspects, and the effectiveness and independence of the employee in working. This means that employees are independent, namely employees when carrying out their work do not need to be supervised and can carry out their work functions themselves without asking for help, or guidance from other people or supervisors.

The more effective and efficient the quality of employee work, the more reliable resources will be increased, especially when entering increasingly competitive global competition. Only companies that have professional and skilled employees and well-organized management functions can continue to exist in the business world, from the largest multinational companies to the smallest. They recognize that employee work activities greatly determine the success of the company's goals. Therefore, the most important thing is to recruit employees who are qualified and professional in their field. They must be able to manage human resources. It is no longer an option but has become a necessity. To be successful in a very competitive market, companies must have the best employees. in carrying out various activities in every part of the company.

3. What are the Standard Operating Procedures (SOP)

Standard operational procedures are important for smooth performance to follow applicable regulations from the company and government. The following is the definition of procedures according to experts as follows: Standard Operating Procedures are guidelines to ensure that the organization within the company through operational activities runs smoothly (Sailendra, 2015). Standard Operating Procedures (SOP) are the steps for doing work, where the work is done, relating to what is done, how to do it, when to do it, where to do it, and who does it (Moekijat, 2008).

Standard Operating Procedures are a guideline or reference for carrying out work tasks by the functions and performance assessment tools of government agencies based on technical, administrative, and procedural indicators by work procedures, work procedures, and work systems in the work unit concerned (Atmoko,

2011). From the understanding of these experts, it can be concluded that standard operational procedures are a performance control system that has been created by company or government regulations to expedite the running of tasks and be able to avoid errors or miscommunication.

Standard Operating Procedures (SOP) are documents relating to procedures carried out chronologically to complete a job that aims to obtain the most effective work results from workers at the lowest possible cost. Standard Operating Procedures (SOP) usually consist of benefits, when they were created or revised, the method for writing procedures, and are accompanied by a flowchart at the end. 10 Every company, regardless of form or type, needs a guide to carry out the duties and functions of each element or unit. company. Standard Operating Procedures (SOP) is a system prepared for.

4. Objectives and Functions of Standard Operating Procedures (SOP)

The purpose of creating Standard Operating Procedures (SOP) is to explain fixed details or standards regarding repetitive work activities carried out in an organization. A good Standard Operating Procedure (SOP) is a Standard Operating Procedure (SOP) that can improve work flow, serve as a guide for new employees, save costs, facilitate supervision, and result in good coordination between different parts of the company. The objectives of Standard Operating Procedures (SOP) are as follows:

- a. To maintain consistency in the level of performance or certain conditions and where officers and the environment are in carrying out certain tasks or work.
- b. As a reference in carrying out certain activities for fellow workers
- c. To avoid failure or error, thus
- d. Avoid and reduce conflicts of doubt, duplication, and waste in the process of implementing activities.
- e. It is a parameter for assessing service quality.
- f. To further ensure the efficient and effective use of energy and resources. To explain the flow of duties, authority, and responsibilities of the relevant officers.

The marketing system carried out by Zafa Tour Bengkulu Zafa Tour Bengkulu is as follows:

- a. The online media used by Zafa Tour Bengkulu itself is IG posts, Facebook, WA and other platforms
- b. Through offline media, namely through browsers, partners, by word of mouth of pilgrims who have departed

- 1) Promotion through agents (partners)

Zafa Tour opens marketing through the presence of Zafa tour agents. Where the agent collaborates with Travel to promote all the products and services available at Zafa Tour Travel. Where this agent works online, that is, he can market face-to-face, or online. Every time some pilgrims want to go for the Hajj or Umrah pilgrimage to Zafa Tour Bengkulu, they can register them directly at the Zafa Tour Bengkulu office by bringing the necessary documents so that in this way it can be easier for the agent.

- 2) Promotion via online media

In modern times like today, everything is connected to technology, starting from paying electricity bills, paying water bills, and has been paid via the internet with only an internet package. Or you want to order food, buy things, or go somewhere but may be having problems with transportation, now there are various applications on smartphones to help fulfill all these needs.

Likewise, in the business world, it is very easy to run it, especially to market goods or services that you want to promote to the public.

There are various types of Zafa Tour Bengkulu, some are via online media and some are via offline media. Then promote it via online applications such as Facebook, Instagram, the Zafa Tour website, and others. But the company and I also prefer and intensely promote marketing through our application, which contains complete content if there are pilgrims who want to register for Hajj or Umrah, and the rest through other applications, to help disseminate it to the entire community and prospective candidates. pilgrims.

a) Facebook application

Marketing in the form of promotions via the Facebook application which is posted and disseminated in posts using a Facebook account in the name of FB: Zafatour Bengkulu.

b) Instagram application

Marketing in the form of promotions via the Instagram application which is in the form of posts, Instagram stories, or in the form of post broadcasts. With an Instagram account in the name (zafa_tour_bengkulu).

3) Promotion via offline media

Even though in a modern era like this, whatever people do, they use technology as an intermediary, and there are still many people who choose everything manually rather than using technology that makes everything easier and automatic. For example, there are still people who use basic motorbike taxi services, but if you look at the development of this era it is becoming more modern, and with the existence of online motorbike taxis, people are also using these services. And it also depends on each person's choice. Zafa Tour Bengkulu also underwent a process using a manual method, namely by promoting Zafa Tour Bengkulu through banners. This was done with the consideration that the method chosen was still quite effective in attracting public attention. As explained in the following interview with the author: "Apart from promotions carried out via online media, we also still use manual methods to promote products."

Promoting or distributing promos, the aim is so that the promotional efforts carried out can be comprehensive to all groups and so that the information provided reaches people who are not very proficient in using technology. Regarding the installation of banners, usually, the company will do this at times that are considered important, and not at all times. What was explained in the following interview:

"Companies usually only install these banners at certain times and we consider that is the right time to carry out promotions via banners. Usually, it's like before the month of Ramadan or the beginning of the Hijriyah month because on normal days the company still runs promotions but only to the extent of distributing brochures or activating them on social media.

The company team usually installs banners by pinning banners in strategic places that are frequently visited by the public. Such as at highway intersections or putting up banners.

Judging from observations, the author interviewed directly at the research site and also based on data that the author obtained while conducting research regarding human resource performance analysis in the field of Umrah travel administration. Competition in the business world, you could say that competing in the business world is one of the main things that cannot be avoided, must be faced and lived. Competition starts from the small business world as well as the large or broad business world. One of them, for example, is competition in the Hajj and Umrah travel agencies, where with the many Hajj and Umrah travel agencies that have emerged and there are also many travel agencies whose names are becoming increasingly well-known in the eyes of the congregation and the public, therefore, with all these forms of competition, then Hajj and Umrah travel agencies

are required to compete in improving the quality, quantity and quality of the services and products they offer. In fact, it must be better, more different between one Hajj and Umrah company bureau and another.

To make this happen, many things must be considered together. As a form of effort to create good and correct service, a company must first formulate or analyze an effective form of performance in its service. Namely creating a reliable form of service. So that the company can appear superior in terms of service performance and good in terms of positive perceptions among the congregation. See the explanation of the thoughts above.

Performance is a concrete, observable, and measurable result of work achieved by employees in carrying out tasks based on predetermined measures and time. According to Mangkunegara, performance is commensurate with actual work performance, which is the quality and quantity results achieved by an employee in carrying out his duties according to the responsibilities given to him. Dharma states that performance assessment is based on understanding, knowledge, skills, expertise, and behavior needed to carry out a job well and analysis of a person's behavioral attributes according to the criteria.

CONCLUSION

Based on the descriptions from the previous chapters, as a result of the discussion, the author of this journal article will observe the performance of Umrah travel administration at Zafa Tour Bengkulu in 2022, the author can conclude as follows:

- 1) The documents prepared by the congregation are not enough. The documents required to register the congregation are less than what is requested by this office, causing the performance of the administration to be hampered. These documents, such as Covid-19 vaccine cards for doses 1, 2 and 3. Making new passports. For pilgrims who previously worked abroad with problems, this becomes an obstacle for administrative staff to re-arrange the passports for the Umrah pilgrims.
- 2) The implementation of the performance of employees in the administration section is in strict accordance with the SOP (company operational standards) implemented by the management of Zafa Tour Bengkulu. The concessions given by management to employees whose permits are granted two (2) times in 1 month of work.

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