

Strategy for Improving Service Quality of Fatour Travel Bureau PT. Padang Tourism Choices on the Satisfaction of Hajj and Umrah Pilgrims

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ABSTRACT. The more competitors there are in the Hajj and Umrah travel business and as the interest of prospective pilgrims increases in their interest in carrying out the Hajj and Umrah pilgrimage, the quality of service determines the services of the Padang Fatour Travel Office. Implementing a strategy to improve service quality is the key to pilgrim satisfaction and the success of a Hajj and Umrah travel agency in achieving competitiveness. Every company is required to be able to develop and implement a strategy to improve service quality, thereby resulting in satisfaction for Hajj and Umrah pilgrims. In running a business, the company's service quality must provide services that are by Islamic law, of course, the services provided are services that are approved by Allah SWT with the values of beauty in service and actions that are by what Allah SWT permits and prohibits in carrying out activities. economy. The method used in this research is a qualitative approach, which is a field survey and is descriptive. The data collection methods used by the author in this research are observation, documentation, and interviews. The research results show that the strategy to improve service quality carried out by the Fatour Travel Office on the satisfaction of Hajj and Umrah pilgrims is the first strategy, the Fatour Travel Office must maximize branch offices by utilizing social media as a promotional tool. Second, forming an alumni organization to attract prospective pilgrims and so that congregations return to be loyal or subscribe to the services of the Fatour Travel office. Third, the Fatour Travel Office must create a new program, namely creating weekly ritual activities at least once a week. Because ritual activities are important or core activities when pilgrims before leaving for the holy land carry out the Hajj and Umrah.

Keywords: strategy to improve service quality; congregational satisfaction; Hajj and Umrah;

INTRODUCTION

Performing the Hajj is one of the pillars of Islam that must be carried out by followers of the Islamic religion. Hajj is the fifth pillar of Islam after the shahada, prayer, zakat, and fasting. Carrying out the Hajj is the dream of every Muslim, and is a worship that is considered special by most Muslims. The Hajj pilgrimage is considered to perfect one's faith, after the previous four pillars of Islam have been fulfilled. The Hajj pilgrimage applies to every Muslim who meets the requirements of Istita, ah or is physically, mentally, and financially able, and is safe in traveling to the Haramain (two forbidden lands) by visiting and carrying out several activities in several places at a time known as the Hajj season. (Arifin 2013).

In article 3 CHAPTER II of Law Number 13 of 2008 concerning the implementation of the Hajj pilgrimage, the organization of the Hajj pilgrimage aims to provide the best guidance, service, and protection for the Hajj pilgrims so that the Hajj pilgrims can carry out their worship in accordance with the provisions of Islamic religious teachings (Faturrahman 2016).

The success of organizing the Indonesian Hajj cannot be separated from providing good service in its implementation. Providing good service will create satisfaction for prospective pilgrims at the agency concerned (Suprato 2011). Customer satisfaction is the difference between expectations and perceived performance, where the performance of a service is at least the same as what was expected.

There are several good services for Hajj pilgrims, including having professional employees, adequate facilities and infrastructure, being responsible for each Hajj pilgrim, being able to serve quickly and precisely, being able to communicate, having other general knowledge, and being able to give trust to the Hajj pilgrims. Hajj pilgrims (Muhammad 2018).

With a strategy, you can create quality and high-quality services, because the Hajj and Umrah travel business is a never-ending business and at any time all companies/offices will want to provide the best service for prospective pilgrims (Arijanto 2012). Strategy is very important for a company because without a strategy the company will not run well, the structure of the services to be provided will not work well, and will not meet expectations (Hilda 2018). So the point is that strategy is a supporting factor to create satisfaction for Hajj and Umrah pilgrims.

Previous studies became the author's reference in conducting research. The author used several previous studies as references or guides in this research. Several previous studies raise almost the same discussion written by the author, but of course, there are several differences in terms of the problems or objects of study in this research (Murdiyansyah 2018).

Strategy is an overall approach related to the implementation of ideas, planning, and execution of an activity over some time. In a good strategy, there is the coordination of work teams, a theme, that identifies supporting factors that are by the principles of implementing ideas rationally, and efficiently in funding, and have tactics to achieve goals effectively (Mohamad and Endang 2021).

Strategy can function as a means of evaluation, in other words, strategy is a means that can be used to carry out self-introspection to demand oneself to achieve better goals and results and minimize the possibility of deficiencies or failure (Grasella 2018).

METHOD

The type and research approach used in this research is descriptive qualitative, namely describing or presenting systematically, factually, and accurately the phenomena raised in the research, then the data is analyzed to obtain conclusions (Tohirin 2012).

This research uses SWOT analysis, where SWOT analysis determines Strengths, Weaknesses, Opportunities, and Threats (Arijanto 2012). SWOT analysis is very important in analyzing how we determine the quality of the company, whether it is suitable or not in the competitive process of the Hajj and Umrah travel business. And from the SWOT analysis, we can also create a strategy for the company.

RESULTS AND DISCUSSION

PT. Fatours Travel Choice Tourism is a company that operates in the field of providing tourism services and accommodation services as well as administration of Umrah pilgrimage trips. Umrah is proof of a servant's submission to Allah SWT. Every effort to achieve it will become a source of goodness that will weigh in the scales in the afterlife. Fatours Travel is committed to providing comfort in worship by providing maximum service.

As an official and legal travel company, this company has received a certificate from the relevant authorities to increase public trust. Fatours Travel was founded in 2017, this company has established strategic collaboration with aviation service providers and Daral Eiman Company so

that it can provide hospitality to the congregation and all its business partners. To expand the market segment, Fatours Travel continues to increase the number of networks, both agents and branches, and also carries out innovations in line with the ever-growing digital era. The founding of Fatours Travel is to help Muslims go to Baitullah but with the pleasure of Allah SWT. And what you strive for will become a value of worship in the eyes of Allah SWT. This company has a company structure consisting of main commissioner, commissioner, main director, executive director and general manager.

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A good strategy is the key to providing quality service to the satisfaction of Hajj and Umrah pilgrims. Strategy is a unified, broad, and integrated plan that links the company's strategic advantages with environmental challenges, designed to ensure that the main objectives of the company can be achieved through proper implementation by the organization. Then strategies are used to achieve the goals that have been set because all forms of deeds and actions cannot be separated from the existence of a good strategy.

Implementing strategies to improve service quality towards congregation satisfaction is a way to develop and maintain strategic alignment between the goals and capabilities of the institution, as well as changing opportunities in efforts to provide service and satisfaction to Hajj and Umrah pilgrims at the Fatour Travel Padang office. The following is a strategy to improve service quality carried out by the Fatour Travel office to provide satisfaction to Hajj and Umrah pilgrims:

1. Products
2. Price (price)
3. Location of distribution channels
4. Promotion
5. People/employees
6. Physical facilities and evidence
7. Process

Implementation of Service Quality Improvement Strategies for the Satisfaction of Hajj and Umrah Pilgrims at Fatours Travel

The implementation of strategies to improve service quality based on a sharia business perspective to provide satisfaction for Hajj and Umrah pilgrims at Fatours Travel, based on field research is as follows:

1. Product service
2. Price service
3. Place service
4. Promotional services
5. Service to people and employees
6. Physical facilities services
7. Process service

CONCLUSION

Based on the discussion explained by the author in the previous chapter, the following conclusions can be drawn:

1. Fatour Travel Office must maximize branch offices by utilizing social media as a promotional tool.
2. Form an alumni organization to attract prospective pilgrims and so that congregations return to be loyal or subscribe to the services of the Fatour Travel office.
3. The Fatour Travel Office must create a new program, namely creating weekly ritual activities at least once a week. Manasik activities are important or core activities when pilgrims before leaving for the holy land carry out the Hajj and Umrah pilgrimages.

The three points above are strategies for improving service quality that must be used or implemented by the Fatour Travel Office to provide satisfaction to Hajj and Umrah pilgrims.

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