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UMRAH WORSHIP SERVICE STRATEGY IN AN EFFORT TO INCREASE CONGREGATION SATISFACTION

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Abstract :

Indonesia has the largest Muslim population in the world, which has contributed to the high public interest in performing Umrah, especially due to the limited Hajj quota. This study aims to explore the service strategy implemented by PT Qiblatain Sakti in Gending, Probolinggo in an effort to increase the satisfaction of Umrah pilgrims. This research uses descriptive qualitative method with data collection techniques through direct observation and in-depth interviews with informants consisting of service officers and Umrah pilgrims selected purposively. The results showed that various strategies such as responsive communication, personalized assistance, structured work coordination, and digital-based information delivery have an important role in increasing pilgrim satisfaction. Through thematic analysis, the study identified strengths and challenges in implementing these strategies. This study provides insights for improving service practices to better suit the needs and expectations of Umrah pilgrims.

Keywords: *Service Strategy, Umrah Worship, Congregation Satisfaction, PT Qiblatain Sakti*

Abstrak :

Indonesia memiliki jumlah penduduk Muslim terbesar di dunia, yang turut mendorong tingginya minat masyarakat untuk melaksanakan ibadah umrah, terutama karena keterbatasan kuota haji. Penelitian ini bertujuan untuk menggali strategi pelayanan yang diterapkan oleh PT Qiblatain Sakti di Gending, Probolinggo dalam upaya meningkatkan kepuasan jemaah umrah. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi langsung dan wawancara mendalam terhadap informan yang terdiri dari petugas pelayanan dan jemaah umrah yang dipilih secara purposive. Hasil penelitian menunjukkan bahwa berbagai strategi seperti komunikasi yang responsif, pendampingan secara personal, koordinasi kerja yang terstruktur, serta penyampaian informasi berbasis digital memiliki peran penting dalam meningkatkan kepuasan jemaah. Melalui analisis tematik, penelitian ini mengidentifikasi kekuatan dan tantangan dalam penerapan strategi tersebut. Studi ini memberikan wawasan bagi peningkatan praktik pelayanan agar lebih sesuai dengan kebutuhan dan harapan jemaah umrah.

Kata Kunci: *Strategi Layanan, Ibadah Umrah, Kepuasan Jemaah, PT Qiblatain Sakti*

INTRODUCTION

Indonesia is a country with a majority Muslim population. 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 limit Hajj so that all Muslims have to wait for a long process in performing Hajj. Therefore, there is another alternative to make the congregation still able to go to Makkah and Medina, namely by carrying out the Umrah service. Umrah worship is a series of worship services that are performed at any time at any time. (Anggriani et al., n.d.)

The spirit of worship is quite high, which is another factor for the increasing interest of the Muslim population in Indonesia to perform Hajj and Umrah. The increasing interest in performing Umrah grows along with the economic development of the people in Indonesia, which has a large Muslim population. Surat Al-Baqarah verse 158, the Word of Allah SWT:

﴿ إِنَّا لَصَفَا وَالْمَرَّةَ مِنْ شَعَائِرِ اللَّهِ فَمَنْ حَجَّ الْبَيْتَ أَوْ اعْتَمَرَ فَلَا جُنَاحَ عَلَيْهِ أَنْ يَطَّوَّفَ بِهِمَا وَمَنْ تَطَوَّعَ خَيْرًا فَإِنَّ اللَّهَ شَاكِرٌ عَلِيمٌ ﴾

Meaning:

"Verily, Shafaa and Marwa are part of the shrines of Allah. So whoever makes Hajj to the House or performs 'Umrah, there is no sin on him in doing sa'i between them. And whoever does any good deed willingly, surely Allah is Grateful for the good, and Knowing."

Hajj and Umrah travel agency or called Travel is a service provider business entity that provides services about something related to the pilgrimage and Umrah. The number of trips that carry out Hajj and Umrah departures requires pilgrims to be more selective in choosing a trusted Umrah travel agency. Therefore, many Hajj and Umrah travel agency companies compete to gain the trust and loyalty of the congregation. This makes entrepreneurs increasingly interested in running a business related to Hajj and Umrah, based on current facts. However, all of this cannot be separated from the role of the government as the party in charge of supervising. Because, along with the proliferation of travel businesses, there will be intense competition. The tight competition often gives birth to travel agencies that have the heart to deceive consumers, generally with the mode of providing very low prices that make many people tempted. (Sabir et al., 2020)

From the increase in the number of pilgrims each year, the government realizes that this is in line with the high satisfaction index of Hajj and Umrah pilgrims towards the services provided by the government. That is what encourages Hajj and Umrah organizers to continue to provide the best and satisfying services. According to Law No. 13 of 2008 (Undang-Undang Republik Indonesia, n.d.), it has been explained that the organizers of Hajj and Umrah have the aim of providing the best possible service, guidance, and protection to prospective pilgrims until the implementation of worship according to the provisions of the Islamic Religion (Almun Wakhida Candra, 2021). It can be seen in 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, 2020-2021, prospective Hajj and Umrah pilgrims decreased due to the pandemic. (Mansyur &

Hudaya, 2023)

In realizing congregation satisfaction, an employee is able to have a strategy in preparing to become a public servant. Because if the service provided is not satisfactory, complaints will arise about the quality of service from the people served either directly or indirectly. As at this time, there are still many people who report because employees at this institution are still not optimal in providing services. Plus nowadays the times are modern so that seeing complaints will be easy on social media so that information about the services provided by employees who are still less than optimal spreads faster.

Previous research studies in the form of journals or other sources that are a study of researchers as well as a reference for writers in writing this research. The first journal written by (Yuyun Yuningsih, 2022) with the title "Service Strategy for Prospective Hajj Pilgrims for the Pandemic Season" The results of this study are to reveal that the service strategy for prospective pilgrims in Bandung City is effective and professional despite various alternatives. The scope of the service strategy includes service, guidance and protection. Information services based on digital transformation, Hajj ritual guidance is carried out online with various platforms, and protection in an effort to build a strong mentality and a healthy psychic congregation in order to accept the reality of various Hajj policies in the pandemic season and provide confidence that the congregation has the right to protection from the government. Second Journal written by (Haikalus Shomadani et al., 2024) with the title "Human Resources Management Development Strategy in the Management of Umrah Worship Services" The results of this study indicate that management reformulation, community development of worship implementation requirements, and Umrah service strategies at Tour Travel Agents can improve service quality.

Service is an approach or method of serving customers so that they feel satisfied, including speed, accuracy, friendliness, and comfort. The influence of service on pilgrim satisfaction is enormous. If the service matches the expectations of prospective pilgrims, this will indirectly satisfy them. Conversely, if pilgrims' expectations are not met, the service is considered unsatisfactory. However, if the service exceeds expectations, it will be considered very satisfying for prospective pilgrims (Siti Raudatul Firdausiyah, 2024).

Therefore, service strategy is very important for the company in order to achieve a goal of a company. This is also supported by the opinion of Servqual theory by (Zeithaml & Berry, n.d.) then cited by Herwidi 2023 (Ortega & Amin, 2023) regarding service strategies that in public services there are service standards that are entitled to be obtained. The service strategy depends on systems, technology and people. The concept of a popular service strategy for service quality is ServQual which is believed to have five dimensions, namely: reliability, responsiveness, assurance, empathy and tangible. The dimension of measuring reliability in providing services, the response dimension in dealing with various existing perceptions, the assurance dimension in instilling a sense of trust in something that is reflected through friendliness, competence, credibility and security. The dimension of proximity and dimensions related to the tangible evidence of the services provided, including physical facilities, equipment, means of

communication and so on. (Dani Alfa, 2023)

Hajj service strategy is a variety of attention efforts from the organizers of the Hajj pilgrimage to prospective pilgrims for the smooth implementation of the Hajj pilgrimage by paying attention to human management not only Ilahiyah. With the scope of Hajj services as regulated by the law of the Republic of Indonesia includes services, guidance and protection. Hajj service activities include: administration, pre-hajj ritual guidance, when performing Hajj in the Holy Land and , transportation, accommodation, consumption and health (Yuyun Yuningsih, 2022).

With the service strategy, the activities carried out or implemented in the field must be in the same direction. So, this is very influential on the congregation's satisfaction provided by the company. Based on the background of the research studied by the researcher in formulating the problem, namely How is the service strategy applied by PT Qiblatain Sakti in organizing Umrah worship? How is the implementation of these strategies in fulfilling service indicators such as: speed, friendliness, attention, and communication skills of officers? How is the congregation's satisfaction with the service strategy based on the five dimensions of servqual? The purpose of this study is to determine the Umrah worship service strategy in an effort to increase congregation satisfaction at PT Qiblatain Sakti Gending Probolinggo.

RESEARCH METHOD

In this study, researchers used a descriptive qualitative method entitled "Umrah Worship Service Strategy in an Effort to Increase Congregation Satisfaction at PT Qiblatain Sakti Gending Probolinggo". Researchers in obtaining data through the observation process (field) through interviews (interviews) to several informants (Fikri Ilham, 2024), namely service officers and Umrah pilgrims who were selected purposively. Therefore, researchers choose qualitative methods so that the data submitted is accurate and easy to understand because writing can explain in detail and perspective. (Kohar et al., 2022)

FINDINGS AND DISCUSSION

Service strategy plays a crucial role in shaping customer satisfaction, especially in the travel industry such as Hajj and Umrah travel. This research focuses on service strategy, which involves important indicators such as speed, attitude, attention, provision, ability/action, friendliness, and having effective communication skills. In this context, in-depth research was conducted at the office of PT Qiblatain Sakti Gending Probolinggo. Researchers sought to explore the extent to which this travel company successfully implemented a service strategy in satisfying Umrah pilgrims. Thus, this research aims to find out how effective the service strategy is in satisfying pilgrims and how much positive experience this strategy provides so that it can influence their decision to use PT. Qiblatain Sakti Tour and Travel as their worship travel partner.

Service to increase the satisfaction of Umrah pilgrims at PT. Qiblatain Sakti.

Reliability

In service indicators, PT Qiblatain Sakti places reliability as the main indicator that is the focus of Umrah organizer services. Reliability includes the

ability of travel in providing services that are consistent, reliable, and in accordance with the expectations of the congregation.

From the results of interviews conducted by researchers, on the internal side of the officer stated "we already have a clear division of labor, thus minimizing any obstacles in the network. So that it can make the service quickly resolved". Where the service is also as expected, especially in terms of the accuracy of employees in serving the congregation, which can prove that the company provides reliable and consistent services. Thus, reliability is not just a principle, but has become an operational reality that provides significant added value for PT Qiblatain Sakti.

Responsiveness

In the context of service, PT Qiblatain Sakti places Responsiveness (responsiveness) as the second indicator that is significant. This responsiveness can help and provide services in responding to the needs and desires of the congregation quickly and effectively. In providing services to prospective pilgrims, of course, the organization of Hajj and Umrah first starts with 3S (smile, greeting, greeting) in serving every problem faced by prospective Umrah pilgrims, of course in responding to these problems or complaints must be in accordance with the problem procedures faced.

From the results of interviews conducted by researchers, can be seen from the open communication and responsiveness between officers and pilgrims. One of the pilgrims said "travel officers respond very quickly if we ask something, especially when at the airport and hotel, we are not confused because we are immediately assisted". This focuses on effective communication skills and quick responses to customer needs, which can be the foundation for building strong Responsiveness. This responsiveness not only meets customer expectations, but also creates deeper trust and satisfaction, characterizing the superior quality of service implemented by PT Qiblatain Sakti.

Assurance

In the context of service, PT Qiblatain Sakti places Assurance (guarantee) as the third indicator that has a crucial role that helps increase congregation satisfaction. Assurance is related to the ability of travel agents to provide trust and confidence to customers regarding the quality of services provided. In an institution or organization, assurance is very important in building confidence and trust between service providers and service users.

From the results of interviews conducted by researchers, on the internal side the officer said "we always ensure that every service promise is kept and always accompany the congregation during direct worship, including for congregations who have physical limitations". By ensuring that customers feel safe and confident about the quality of service in travel. The extent to which customers believe in the agent's ability to organize quality Umrah trips can be an indicator of success in implementing service strategies. This is in line with the inclusive service strategy, because it builds a sense of security and pays attention to individual needs.

Empathy

In the context of service, PT Qiblatain Sakti places Empathy as the fourth indicator that has a significant role in helping during the service process. Empathy

reflects the ability of travel agents to understand and respond to customer needs and feelings personally. Attention that is carried out personally or individually to prospective pilgrims by providing sincere attention and being polite and friendly when carrying out the service process to Umrah pilgrims.

From the results of interviews conducted by researchers, on the internal side the officer said "we always try to provide the best service so that pilgrims feel comfortable and trust to return to join in the future". This shows a service approach that focuses on comfort and personalization. An empathic approach not only creates a more personalized experience, but also builds a more humanized and satisfying relationship between the company and the pilgrims during the worship journey. Empathy is a crucial element in providing services that not only fulfill practical needs, but also support the emotional and personal needs of pilgrims.

Tangibles (physical evidence)

In the context of service, PT Qiblatain Sakti places Tangibles (physical evidence) as the fourth indicator that plays an important role in Umrah service infrastructure. Tangibles include aspects of physical or real aspects that can be assessed by customers to form their perceptions of the quality of travel agent services. Facilities and infrastructure are one of the most important components that must exist in a formal or non-formal institution, because facilities and infrastructure are one of the supporting factors for the implementation of a service in an institution.

From what the researchers saw, related to the facilities contained in the organization of Hajj and Umrah PT Qiblatain Sakti Gending Probolinggo is quite adequate. There is a representative building. This involves regular maintenance, quick repairs, and efforts to keep the office area of PT Qiblatain Sakti clean and tidy. With these facilities and infrastructure, it can provide convenience in providing services to Umrah pilgrims. It is evident from the opinion of Umrah pilgrims, Mrs. Tanti that "the service here is good and comfortable, because the room is clean and neatly arranged, and also cold because it is equipped with air conditioning facilities throughout the room". Success in choosing good physical evidence can improve the image of travel, create an impression of professionalism, and provide trust to customers in strengthening the company's commitment to service quality.

CONCLUSION

Based on the discussion described above, PT Qiblatain Sakti has implemented a service strategy that includes important indicators, reliability, responsiveness, assurance, empathy, and physical evidence (Tangibles) as the key in service. Service speed, friendliness of officers, attention to pilgrims, punctuality, and good communication skills in shaping services that are humanist, professional, and oriented to the needs of pilgrims are the main points in the service strategy. This whole implementation does not only meet the expectations of the congregation, but also builds a strong relationship between the congregation and PT Qibalatain Sakti. Hajj and Umrah organizers at the office of PT Qiblatain Sakti Gending Probolinggo are able to implement the Standard Operating procedure (SOP) in realizing their services. And in improving the services of PT Qiblatain Sakti has given a good impression of satisfaction to the congregation, through the form of facilities owned and existing infrastructure, as well as responsive in helping

and providing services to the congregation. As well as reliable in serving the congregation carefully, quickly and precisely by giving sincere attention and showing politeness, friendliness, and gentleness when providing services to the congregation. Overall, this traveler succeeded in providing an Umrah travel experience that was able to meet the expectations of the congregation by showing the company's high commitment and responsibility, related to meeting the satisfaction of the congregation by providing services with integrity.

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