

ABSTRAK

Skripsi dengan judul “Implementasi *Customer Relationship Management* untuk Menjaga Loyalitas Jamaah Umrah PT. Menara Kamilah *Tours and Travel* Tulungagung ” yang di tulis oleh Ambarwati, NIM 126407212035, Progam Studi Pariwisata Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, dengan dosen pembimbing Ibu Uswatun Nafi’ah, M.M.

Kata kunci: *Customer Relationship Management*, Loyalitas, Jamaah Umrah PT. Menara Kamilah *Tours and Travel* Tulungagung

Penelitian ini bertujuan untuk mengetahui bagaimana implementasi *Customer Relationship Management (CRM)* dalam menjaga loyalitas jamaah umrah di PT. Menara Kamilah *Tours and Travel* Tulungagung. Dalam industri jasa perjalanan ibadah, loyalitas pelanggan menjadi aset yang sangat penting untuk mempertahankan keberlangsungan usaha di tengah persaingan yang semakin ketat. CRM dipandang sebagai strategi efektif untuk membangun hubungan jangka panjang dengan pelanggan melalui pendekatan yang terstruktur dan berkelanjutan. Penelitian ini menggunakan metode deskriptif kualitatif untuk memperoleh data yang mendalam terkait proses penerapan CRM di lapangan. Teknik pengumpulan data dilakukan melalui wawancara kepada manajer, staf pemasaran, dan jamaah umrah, dilengkapi dengan observasi langsung terhadap kegiatan pelayanan dan studi dokumentasi perusahaan.

Hasil penelitian menunjukkan bahwa implementasi CRM di PT. Menara Kamilah meliputi empat aspek utama, yaitu manajemen data pelanggan, komunikasi pelanggan, layanan purna jual, dan personalisasi. Manajemen data dilakukan dengan menyimpan dan mengelola informasi jamaah sebagai dasar pelayanan berkelanjutan dan strategi promosi. Komunikasi pelanggan dijalin secara intensif melalui media sosial dan WhatsApp untuk memberikan informasi dan menjaga kedekatan. Layanan purna jual ditunjukkan dengan tindak lanjut pasca-keberangkatan seperti penawaran program loyalitas. Sementara itu, personalisasi layanan tercermin dari pendekatan emosional serta penyesuaian layanan berdasarkan preferensi jamaah. Kendala yang dihadapi dalam implementasi CRM antara lain keterbatasan kompetensi sumber daya manusia dalam penguasaan teknologi informasi dan belum optimalnya pemanfaatan sistem informasi pelanggan secara terintegrasi. Perusahaan mengatasi hal tersebut melalui pelatihan internal dan peningkatan penggunaan teknologi secara bertahap. Berdasarkan temuan tersebut, dapat disimpulkan bahwa CRM berperan penting dalam meningkatkan loyalitas jamaah melalui pendekatan relasional, fungsional, dan emosional yang terintegrasi dalam seluruh proses pelayanan.

ABSTRACT

This thesis, titled “The Implementation of Customer Relationship Management to Maintain the Loyalty of Umrah Pilgrims at PT. Menara Kamilah Tours and Travel Tulungagung”, was written by Ambarwati, Student ID 126407212035, from the Sharia Tourism Study Program, Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung, under the supervision of Ms. Uswatun Nafi’ah, M.M.

Kata kunci: Customer Relationship Management, Loyalty, Umrah Pilgrims PT. Menara Kamilah Tours and Travel Tulungagung

This study aims to examine how Customer Relationship Management (CRM) is implemented to maintain the loyalty of Umrah pilgrims at PT. Menara Kamilah Tours and Travel Tulungagung. In the religious travel service industry, customer loyalty is a crucial asset for business sustainability amid increasing competition. CRM is considered an effective strategy for building long-term relationships with customers through a structured and continuous approach. This research employs a qualitative descriptive method to obtain in-depth data on CRM implementation in the field. Data were collected through interviews with the manager, marketing staff, and Umrah pilgrims, supported by direct observation of service activities and company document analysis.

The results show that CRM implementation at PT. Menara Kamilah covers four main aspects: customer data management, customer communication, after-sales service, and personalization. Data management is carried out by storing and managing pilgrim information as a basis for continuous service and promotional strategies. Customer communication is maintained intensively through social media and WhatsApp to provide information and foster closeness. After-sales service is demonstrated through follow-up after departure, such as loyalty program offers. Meanwhile, service personalization is reflected in emotional approaches and service adjustments based on pilgrims’ preferences. Challenges in implementing CRM include limited human resource competence in information technology and the suboptimal use of an integrated customer information system. The company addresses these challenges through internal training and gradual technological improvement. Based on these findings, it can be concluded that CRM plays a significant role in enhancing pilgrim loyalty through relational, functional, and emotional approaches integrated across the entire service process.