

ABSTRAK

Penelitian dengan judul “Analisis Potensi Risiko Layanan dan Tawara Program Penanganan Haji dan Umrah di PT. Menara Kamilah Tulungagung” ini ditulis oleh Windy Mandansa Sayibaty, NIM. 126407212078. Program Studi Pariwisata Syariah, Jurusan Bisnis dan Manajemen, Fakultas Ekonomi dan Bisnis, UIN Sayyid Ali Rahmatullah Tulungagung. Dosen Pembimbing: Dedi Suselo, S.E., M.M.

Kata kunci: Risiko Layanan, Kualitas Pelayanan, Haji dan Umrah, Program Penanganan Risiko.

Meningkatnya minat masyarakat Indonesia terhadap pelaksanaan ibadah haji dan umrah mencerminkan peluang besar bagi biro perjalanan dalam menyediakan layanan yang berkualitas. PT. Menara Kamilah Tulungagung hadir sebagai salah satu penyelenggara perjalanan ibadah yang bertanggung jawab dalam memberikan pelayanan optimal sesuai syariat Islam. Namun, dalam praktiknya, perusahaan menghadapi berbagai tantangan berupa potensi risiko yang dapat memengaruhi kualitas layanan, seperti perubahan jadwal penerbangan, ketidaksesuaian akomodasi, dan kendala dari pihak ketiga.

Tujuan dari penelitian ini adalah untuk mengkaji dan memberikan kontribusi pengetahuan tentang: (1) potensi risiko yang dapat memengaruhi kualitas dan kelancaran layanan haji dan umrah yang diberikan oleh PT. Menara Kamilah Tulungagung; (2) upaya peningkatan kualitas layanan melalui identifikasi, pengurangan, dan penanganan risiko yang mungkin dihadapi jamaah; dan (3) tawaran program penanganan risiko yang dapat diterapkan oleh PT. Menara Kamilah Tulungagung untuk mendukung peningkatan mutu layanan haji dan umrah.

Metode penelitian yang digunakan dalam penelitian ini adalah penelitian deskriptif dengan pendekatan kualitatif. Pendekatan kualitatif digunakan sebagai dasar pemikiran untuk merancang dan melaksanakan penelitian secara sistematis, terencana, dan terstruktur. Analisis data dilakukan menggunakan model Miles dan Huberman melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa terdapat tiga potensi risiko utama dalam layanan, yaitu: (1) risiko perubahan jadwal penerbangan yang berdampak pada ketidaknyamanan jamaah dan gangguan jadwal ibadah; (2) risiko ketidaksesuaian fasilitas akomodasi yang dapat menimbulkan kekecewaan dan menurunkan kepercayaan jamaah; serta (3) tawaran program penanganan risiko yang meliputi penerapan sistem pengaduan tertulis, pelatihan berkelanjutan bagi staf, serta penguatan kerja sama dengan mitra luar negeri guna menjamin konsistensi dan peningkatan mutu layanan haji dan umrah.

ABSTRACT

The research entitled "Analysis of Potential Risks of Services and Offers of Hajj and Umrah Handling Programs at PT. Menara Kamilah Tulungagung" was written by Windy Mandansa Sayibaty, NIM. 126407212078. Sharia Tourism Study Program, Department of Business and Management, Faculty of Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung. Supervisor: Dedi Suselo, SE, MM

Keywords : Service Risk, Service Quality, Hajj and Umrah, Risk Management Program.

The increasing interest of the Indonesian people in the implementation of the Hajj and Umrah pilgrimages reflects a great opportunity for travel agencies in providing quality services. PT. Menara Kamilah Tulungagung is present as one of the organizers of pilgrimage trips that is responsible for providing optimal services according to Islamic law. However, in practice, the company faces various challenges in the form of potential risks that can affect the quality of service, such as changes in flight schedules, accommodation incompatibility, and obstacles from third parties.

The purpose of this study is to examine and contribute knowledge about: (1) potential risks that can affect the quality and smoothness of the Hajj and Umrah services provided by PT. Menara Kamilah Tulungagung; (2) efforts to improve service quality through identification, reduction, and handling of risks that may be faced by pilgrims; and (3) offers of risk management programs that can be implemented by PT. Menara Kamilah Tulungagung For support improvement quality Hajj and Umrah services .

Research methods used in study This is study descriptive with approach qualitative . Approach qualitative used as base thinking For design and implement study in a way systematic , planned , and structured . Data analysis was conducted using the Miles and Huberman model through the stages of data reduction, data presentation, and drawing conclusions.

The results of the study show that there are three main potential risks in the service, namely: (1) the risk of changes in flight schedules that impact on the inconvenience of pilgrims and disruption of worship schedules; (2) the risk of unsuitable accommodation facilities that can cause disappointment and reduce the trust of pilgrims; and (3) the offer of a risk management program that includes the implementation of a written complaint system, ongoing training for staff, and strengthening cooperation with foreign partners to ensure consistency and improvement in the quality of Hajj and Umrah services .