ABSTRAK

Skripsi dengan judul "Analisis Manajemen Pelayanan dan Strategi Marketing Agen Travel Umroh Zam-Zam Nganjuk dalam Membangun Brand Love Jamaah di Tengah Persaingan Pasar" ini ditulis oleh Arbaatun Sholekah, NIM. *1860311221008* dengan pembimbing Dr Samsul Rifai, M. Pd

Kata Kunci: Manajemen Pelayanan, Strategi Marketing, *Brand Love*, Travel Umroh.

Di tengah pesatnya pertumbuhan biro perjalanan ibadah umroh, perusahaan dituntut tidak hanya memberikan layanan standar, tetapi juga mampu menciptakan ikatan emosional yang kuat (*brand love*) agar tetap unggul dalam persaingan pasar. Penelitian ini bertujuan untuk: (1) Menganalisis manajemen pelayanan Agen Travel Umroh Zam-Zam Nganjuk dalam meningkatkan kualitas layanan kepada jamaah, serta (2) Menganalisis strategi marketing yang diterapkan dalam membangun *brand love* jamaah di tengah persaingan pasar.

Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data dikumpulkan melalui teknik observasi partisipatif di kantor agen, wawancara mendalam dengan pihak manajemen, staf, serta jamaah, serta dokumentasi terkait program pelayanan dan pemasaran perusahaan. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa: (1) Manajemen pelayanan di Agen Travel Zam-Zam Nganjuk dilakukan melalui penguatan aspek *tangibles* (fasilitas), *reliability* (keandalan), dan *responsiveness* (daya tanggap) sejak tahap pendaftaran hingga kepulangan jamaah ke tanah air. (2) Strategi marketing yang digunakan untuk membangun *brand love* mencakup penggunaan konten edukatif di media sosial, program *loyalty* bagi alumni, serta pendekatan personal yang menyentuh sisi spiritual jamaah. Strategi ini berhasil menciptakan rasa cinta dan antusiasme terhadap merek (*brand love*), yang melampaui kepuasan pelanggan biasa. Integrasi antara manajemen pelayanan yang profesional dengan strategi pemasaran yang humanis terbukti efektif dalam mempertahankan eksistensi perusahaan dan menciptakan loyalitas jamaah yang mendalam di tengah kompetisi pasar yang kompetitif.

ABSTRACT

This thesis, titled "Analysis of Service Management and Marketing Strategies at Zam-Zam Nganjuk Umrah Travel Agency in Building Brand Loyalty Among Pilgrims Amid Market Competition," was written by Arbaatun Sholekah Student NIM. 1860311221008 under the supervision of Mr. Samsul Rifai, M. Pd

Keywords: Service Management, Marketing Strategy, Brand Loyalty, Umrah Travel.

Amid the rapid growth of Umrah travel agencies, companies are required not only to provide standard services but also to create strong emotional bonds (brand loyalty) to remain competitive in the market. This study aims to: (1) Analyze the service management of Zam-Zam Nganjuk Umrah Travel Agency in improving service quality for pilgrims, and (2) Analyze the marketing strategies implemented to build brand love among pilgrims amidst market competition.

This study employs a descriptive qualitative approach. Data were collected through participatory observation at the agency's office, in-depth interviews with management, staff, and pilgrims, as well as documentation related to the company's service and marketing programs. Data analysis was conducted through data reduction, data presentation, and drawing conclusions.

The results of the study indicate that: (1) Service management at Zam-Zam Travel Agency in Nganjuk is carried out by strengthening the aspects of tangibles (facilities), reliability, and responsiveness from the registration stage until the pilgrims' return to their home country. (2) The marketing strategies used to build brand love include the use of educational content on social media, loyalty programs for alumni, and a personal approach that touches on the spiritual side of the pilgrims. These strategies have successfully fostered a sense of love and enthusiasm for the brand (brand love), which goes beyond ordinary customer satisfaction. The integration of professional service management with human-centered marketing strategies has proven effective in sustaining the company's operations and cultivating deep pilgrim loyalty amidst a highly competitive marke