

## **Analysis of The Implementation of Prima Service Management to Increase Interest in Hajj and Umrah Pilgrimages Follow Manasik at HMC Payakumbuh**

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### **Abstract**

Providing knowledge of Manasik is the task of the government and travel agencies organizing the Hajj and Umrah. The objective of holding rituals is To practice independence, as well as so that the congregation can carry out worship according to the guidance of the Prophet. However, there are still many in the holy land of the congregation who only rely on a guide while on the ground because they do not understand and do not know corners of the city of Mecca because they only manasik 3-4 times. There needs to be excellent service to attract their interest following the manasik class. This research aims to know the excellent implementation management service in HMC (Hijrah Muslim Center) Payakumbuh. The method used in the study This is method descriptive- a qualitative. Results show Organizer rituals in institution rituals HMC The Great Wall Already apply good service by service standards and principles of excellent service. Marked by the satisfaction felt by the congregation undergoing manasik at HMC. In addition to manasik for free, HMC also provides services to the congregation in the form of facilitating the congregation to complete the administrative requirements in the form of passport administration, meningitis vaccination, photos, provision of small gifts, exchange Money real, and savings Hajj And Umrah.

**Keywords:** *Prima Service Managemen; Interest Congregation; Rituals Hajj Umrah*

### **Abstrak**

Memberikan pengetahuan tentang manasik merupakan tugas pemerintah dan biro perjalanan umrah. Tujuan diselenggarakannya manasik adalah untuk melatih kemandirian, serta agar jamaah dapat melaksanakan ibadah sesuai tuntunan Rasulullah. Akan tetapi, masih banyak jamaah di tanah suci yang hanya mengandalkan pemandu saat berada di tanah suci karena belum paham dan belum mengenal pelosok-pelosok kota Mekkah, karena hanya mansik 3-4 kali. Untuk menarik minat mereka mengikuti kelas manasik, perlu adanya pelayanan prima. Tujuan penelitian ini adalah untuk mengetahui implementasi manajemen pelayanan prima di HMC (Hijrah Muslim Center) Payakumbuh. Metode yang digunakan dalam penelitian ini adalah metode deskriptif-kualitatif. Hasil penelitian menunjukkan Penyelenggara manasik di lembaga manasik HMC The Great Wall sudah menerapkan pelayanan yang baik yaitu sesuai dengan standar pelayanan dan prinsip pelayanan prima secara umum. Ditandai dengan kepuasan yang dirasakan oleh jamaah yang sedang menjalani manasik di HMC. Selain manasik gratis, HMC juga memberikan pelayanan kepada jamaah berupa kemudahan bagi jamaah untuk melengkapi persyaratan administrasi berupa: pengurusan paspor, vaksinasi meningitis, foto, pemberian bingkisan kecil, penukaran uang Real, dan tabungan haji dan umrah.

**Kata Kunci:** Manajemen Pelayanan Prima; Minat Berjamaah; Ritual Haji Umrah

## Introduction

The quality of manasic guidance is closely related to knowledge congregation because the quality of guidance is the result (output) in the process of following rituals. Service is an activity whose nature is not tangible, which results from the interaction between consumers as service recipients and officers as service providers. Service is also provided or filled with an agency as a form breakdown problem and as effort fulfillment need from the consumer (Maulidiah, 2014).

Excellent service means the best service. The goal is to maintain loyal consumers. An agency needs to look after a good relationship with consumers. Therefore, agencies must strive to fulfill consumer expectations. Excellent service is a key factor in the success of an institution (Subandi & Prasetyo, 2019).

The establishment of the Hijrah Muslim Center (HMC) is expected to be a solution for every Muslim so that he can worship according to the sharia and sunnah of the Prophet so that the worship carried out is not just a formal ritual worship. (Latifah, Zulkarnaen, & Rahman, 2020). Especially during the Hajj and Umrah pilgrimages. Rumah Manasik Hijrah Muslim Center The manasic material is designed with a structured and measurable curriculum with the aim of so that prospective pilgrims can carry out all worship independently, fully meaning worship, know and visit places historic, to know and can pray in places efficacious prayer and own program and target worship during in soil holy (Rizal, 2021).

The services provided by HMC to the congregation who attend the manasik are: HMC provides professional and certified manasik instructors so that the congregation can easily understand the knowledge provided following the manasik, Manasik is provided to the congregation free of charge, materials The rituals at HMC are performed 38 times for Hajj pilgrims and 28 times for Umrah, the manasik material is already in the curriculum, the manasik is equipped with a written exam and comprehensive to test the understanding of the congregation, all administrative matters pilgrims such as processing passports, vaccines, meningitis, Hajj and Umrah equipment, and photos facilitated by HMC.

There are several service-related problems, including HMC only having a small manasic room, so it doesn't accommodate more congregations who will participate in the rituals. So, the congregation must follow the manasik study while being crowded with other congregations. Even if the congregation comes late, they must follow the

manasik study outside the room and sit on the terrace of the yard office HMC.

In addition, because the office is located near a highway, vehicles always pass by. Passing by causing a noisy sound makes the congregation who follow the study less comfortable. HMC also has no large parking area; many congregation members brought vehicles when attending the manasik. However, there is no place for parking in the area place rituals, so they must park their vehicle on Edge Road raya And page office HMC. So that Congregation Which bring vehicle forced must park his vehicle in page office HMC And part parking in edge road Raya.

The word management comes from the Latin word; namely, manus means hand, and agere means to do. These words are then combined into the word manager work meaning to handle (Al-Munawwir, 2013). Furthermore, management is interpreted in Indonesian becomes management or administration. Management itself, in the Indonesian Dictionary, is defined as the process of using resources effectively to reach the target (Juhji, Wahyudin, & Muslihah, 2020).

The following will expose understanding of management according to experts:

a. Robbins and Colter

According to Robbins and Coulter, management is the process of coordinating and integrating activity Work so that completed in a way that is effective And efficient through person others (Taufiqurokhman & Evi, 2018).

b. Gibson, Donnelly and Ivancevich

Management is a process carried out by one or more people to coordinate the activities of others to achieve desired results by a person Alone.

c. Ricky. W. Griffin

Management is A process of planning, organizing, organizing, and controlling resources to reach a target effectively and efficiently.

d. Gronroos

According to Gronroos, Service is an intangible activity eye Which occurs as a result of interactions between consumers and employees or things provided by service providers to solve problems consumers. Service management is the process of applying science and art to compile a plan, implement the plan, coordinate, And finish activities service for the sake of achievement of objective service (Ratminto & Winasih, 2010).

## **Literature Review**

### **Understanding Service First**

Service excellent is the translation term "excellent" service," Which means

service best or Very Good. Can It be said very good or best if by standard service Which applicable or owned institution/agency giver service service (Nurlia, 2018).

According to Decision Minister Number 63, the Year 2003, Which explains about principles waiter excellent that this is (Muhammad, 2018):

1. Simplicity

In giving service to the public or customer, the Procedure from the service is not convoluted, easy to understand, And easy to implement.

2. Clarity

Technical and administrative requirements for public services, authorized work units, and responsible answers on give-and-finish complaints/issues/disputes in implementation service public, inches cost service public, And order method payment.

3. Certainty Time

Implementation of public services can be completed within the time frame that has been promised.

4. Accuracy

Product service public accepted in a way right, correct, And legitimate.

5. Security

Process And product service public is given flavor safe And certainty law.

6. Not quite enough Answer

Leader organizer service, Which chooses responsible answers on providing services and resolving complaints/problems with services public.

7. Completeness Means And Infrastructure

Complete facilities and infrastructure on-site work, tools work, and other supporting facilities are adequate, including providing communication technology and informatics.

8. Discipline, Courtesy As well as Friendliness

The Giver service must have characteristic discipline, be polite and friendly, and give service with sincerity.

9. Comfort

The service environment must be orderly and organized and have a waiting room. Comfortable, clean, tidy, beautiful, and healthy environment equipped with supporting service facilities, such as parking areas, toilets, places of worship, and others.

Principle service excellent is Wrong. One method for creating and maintaining harmonious customer relationships is based on concept 3A. Following explanation,

draft 3A (Zulkarnain & Sumarsono, 2018):

### 1. Draft Attitude

Attitude or attitude is a behavior somebody moment face to face situation certain or moment face to face with somebody. Behavior employees can prove the good image of the institution in the eyes of service recipients. Therefore, the principle of excellent service based on attitude focuses on repairing the attitude of employee/ power giver service. Draft Can be realized with a method that is:

- a. Serve with look good harmonious
- b. Serve with to think positive
- c. Serve with attitude value

### 2. Draft Attention

Attention (attention) is a method of serving to focus more on the customers served. Three concepts of attention to excellent service are:

- a. Listening is listening with active Then understanding the needs of customers
- b. Observing is noticing the customer's characteristics and choosing a service suitable for his
- c. Thinking/ thinking and estimating the customer's need.

### 3. Draft Action

Real actions that can convince and provide a guarantee to the customer so that they are willing to use the product offered. The method involves taking notes, ordering, reaffirming and realizing customer needs, providing after-sales service, and then saying Thank you with the hope that customers can return to the products they have. So what is meant by management? Excellent service is activity plan, organize, move as well as control process service with standard Which very Good For satisfaction Customer (Nurlia, 2018).

## Rituals

### Understanding Rituals

In the holy book Al-Qur'an, rituals are taken from the verb, the devil, my friend, the script used on Four understandings. (Sukayat, 2016):

- a. Rituals interpreted worship or worship prayer general as understanding in The Word of God the letter Al-An'am paragraph 162

قُلْ إِنَّ صَلَاتِي وَنُسُكِي وَمَحْيَايَ وَمَمَاتِي لِلَّهِ رَبِّ الْعَالَمِينَ

Say (Prophet Muhammad), "Indeed, my prayer, my worship, my life, And my death only for Allah, Lord owner natural."

- b. Manasik means slaughtering with the aim of getting closer to Allah SWT. which is related to the Hajj and Umrah pilgrimages as mentioned in letter Al-Baqarah: 196:

وَأَتِمُّوا الْحَجَّ وَالْعُمْرَةَ لِلَّهِ فَإِنْ أُخْصِرْتُمْ فَمَا اسْتَيْسَرَ مِنَ الْهَدْيِ وَلَا تَخْلِفُوا رُءُوسَكُمْ حَتَّىٰ يَبْلُغَ الْهَدْيُ مَحَلَّهُ فَمَنْ كَانَ مِنْكُمْ مَّرِيضًا أَوْ بِهِ أَذًى مِّن رَّأْسِهِ فَفِدْيَةٌ مِّن صِيَامٍ أَوْ صَدَقَةٍ أَوْ نُسُكٍ فَإِذَا أَمِنْتُمْ فَمَنْ تَمَتَّعَ بِالْعُمْرَةِ إِلَى الْحَجِّ فَمَا اسْتَيْسَرَ مِنَ الْهَدْيِ فَمَنْ لَمْ يَجِدْ فَصِيَامٌ ثَلَاثَةَ أَيَّامٍ فِي الْحَجِّ وَسَبْعَةً إِذَا رَجَعْتُمْ تِلْكَ عَشْرَةٌ كَامِلَةٌ ذَلِكَ لِمَنْ لَمْ يَكُنْ أَهْلَهُ حَاصِرَى الْمَسْجِدِ الْحَرَامِ وَاتَّقُوا اللَّهَ وَاعْلَمُوا أَنَّ اللَّهَ شَدِيدُ الْعِقَابِ

Meaning: *And complete the Hajj and Umrah for the sake of Allah. but, If you are surrounded by (enemies), (then slaughter) hadyu) which is easy to obtain, and do not shave your head before the hadyu arrives. Place slaughter. If there is in between You Which Sick or There is a disturbance in the head (then he shaves), he must pay fidyah, namely fasting, giving alms, or sacrifice) If You are safe, whoever Does Umrah before Hajj (must slaughter) hadyu, which is easily obtained. Will but, If No obtain it, he (must) fast three days during the Hajj and seven (day) after back. Those are the ten perfect days. The provisions apply to a person whose family does not settle down around the Grand Mosque. Fear Allah and know the truth of Allah Most Hard His punishment.*

- c. Rituals meaning special worship related to the Hajj and Umrah. All practices related to the implementation of Hajj and Umrah It is good pillars, obligations, conditions, and sunnah. understanding the values referred to in the word of God Al-Baqarah paragraph 200:

فَإِذَا قَضَيْتُمْ مَنَاسِكَكُمْ فَادْكُرُوا اللَّهَ كَذِكْرِكُمْ آبَاءَكُمْ أَوْ أَشَدَّ ذِكْرًا فَمِنَ النَّاسِ مَن يَقُولُ رَبَّنَا آتِنَا فِي الدُّنْيَا وَمَا لَهُ فِي الْآخِرَةِ مِن خَلْقٍ

Meaning: *if you have finished the rituals of Hajj, do dhikr to Allah as you mention your ancestors, if necessary pray more than that. Among humans there are those who pray, "O Lord we, grant us (goodness) in world," whereas in hereafter he No get part What even.*

- d. Manasik is defined as a way of worship practiced by all people. Religion, whether Christian, Hindu, Hanafi, or Islamic, is understood from The Word of God Al-Hajj paragraph 36:

وَالْبُدْنَ جَعَلْنَاهَا لَكُمْ مِّنْ شَعَائِرِ اللَّهِ لَكُمْ فِيهَا خَيْرٌ فَاذْكُرُوا اسْمَ اللَّهِ عَلَيْهَا صَوَافٍ فَإِذَا وَجَبَتْ جُنُوبُهَا فَكُلُوا مِنْهَا وَأَطْعَمُوا الْقَانِعَ وَالْمُعْتَرَّ كَذَلِكَ سَخَّرْنَاهَا لَكُمْ لَعَلَّكُمْ تَشْكُرُونَ

Meaning: *And We have made the camels for you as part of spreading the religion*

*of Allah. For you, there is goodness. So, say the name of Allah (if you want to slaughter it while the camel is) in good condition standing) (with the legs are tied). Then, when it has fallen (died), eat some of it and feed those who feel they have enough. With What Which There is to him (No begging) And person Which begging. That's it. We have subdued him (camels). That)for you so that you give thanks.*

Manasik is a practice for the Hajj pilgrimage as part of the Hajj pilgrims and Umrah. Do rituals Hajj must guidelines for rituals Hajj.

Rasulullah (Jeperi, 2017). Hajj rituals are a form of worship different from other forms in Islam. The difference is visible in the procedures that are not normally done in ritual religion, like running small And throwing stones. (Ali, 2012). So, The pilgrimage begins with knowledge of the hajj, implementation hajj, And its function hajj, which is good for the candidate congregation Hajj and public Islam overall. The third part of experiencing Hajj is One Unity, Which is intact.

### **Material Which There is in rituals**

Follow guidance very required for candidate congregation Hajj and Umrah. Materials That served moment rituals, namely (Agama, 2012):

1. The Hajj verses guide Manasik
2. Worship, which is in the holy land besides Hajj, which is held at the Mosque Haram.
3. Introduction map place implementation Hajj
4. Introduction national culture of Arab
5. Guidance order method shopping
6. Deepening the Arabic language, daily worship, and providing key prayer, so it is easy to memorize and does not depend on the book guidance pilgrimage.
7. Health guidance, before departure and after arrival on land holy.
8. Prayer Travel
9. Technical matters that will be implemented during worship Hajj.

They organize rituals with a n approach to jurisprudence like pillars Hajj terms and conditions Hajj And its sunnahs.

### **Objective The existence of Manasik**

The function and objective of the holding of rituals according to latifasan is:

1. So that all prospective Hajj pilgrims can understand all the information regarding the implementation of worship hajj, guidance journey, instruction health, as well as capable of practice it when implementing worship Hajj in land holy
2. So that the Hajj pilgrims can be independent and carry out the Hajj pilgrimage

- properly. Independent or together group
3. Providing knowledge and skills in carrying out worship Hajj to prospective pilgrims so that they can be independent when carrying out worship Hajj
  4. For to inform description situation and condition Arab Saudi

So that all congregation Hajj is Ready to fulfill worship Hajj Good his mentality, physical, health, and implementation worship the pilgrimage other. Implementation guidance rituals aims to give supplies knowledge procedures implementation worship Hajj And Umrah. Room scope of guidance manasic is the pilgrimage and Umrah pilgrimage, good morals, customs, culture public, And health (Rokhmad, 2016).

## **Research Methods**

### **Research Design**

The method used in this research is Descriptive- qualitative. This qualitative research will describe the situation or process observed and investigated in HMC Payakumbuh. Location place study: This is held in Wrong One institution where you are still in Payakumbuh Hijrah Muslim center (HMC). The researcher's research time is from November 2022 to December 2022. Furthermore, the data was obtained through interview, observation and documentation methods. The interview method is a data collection method carried out through face-to-face meetings. Statement delivered through oral And answer accepted Also oral too (Ody & Sukmadinata, 2009). Researchers collect data by conducting direct interviews with informants from HMC.

Method Observation is usually used by applying an observation system and system recording phenomenon, which is careful in meaning observation No limited on observation Which done Good in a way directly and also No directly. The observation method applied in this study is direct observation. Participants. So, the researcher was involved with activity-its activities, paying attention to and observing the condition of the office environment Hajj rituals in Hijrah Muslim Center (HMC) Payakumbuh. Meanwhile, the data collection method in research is to obtain data in the form of notes, book transcripts, newspapers, magazines, regulatory documents, agendas, and so on (Arikunto, 2010). Documentation is the search for variable data in notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, and agendas (Sugiyono, 2008). This method obtains data about the Hajj pilgrim's manasik office profile at the Muslim Hijrah Center (HMC) Payakumbuh. So that to



know the description of general service worship Hajj.

Researchers make observations and discuss problems with problems directly through interviews with leaders and congregations who follow manasik at HMC Payakumbuh. Secondary data is obtained from results studies literature Good in the form of reading and data number Which possible. The researchers obtained the data from books, company profiles, archives, and guidance rituals Hajj in HMC, Which Can support the problem study by Sugiono that Work on analysis data is carried out interactively and continues continuously until completion (Sugiyono, 2020).

### **Collection Data (Data Collection)**

The data collection for this research applied interview, observation, and study methods. Library and documentation. In this case, the data collected during the interview with the subject of the research was a description of the Hajj Manasik Organizer Services and Umrah at the HMC Payakumbuh Hajj Manasik Institution, a map of the organizers' positions Hajj and Umrah rituals at the HMC Payakumbuh ritual institution and implementation service rituals Hajj in effort realize service excellent.

## **Result And Discussion**

### **Implementation Management Service First**

Each agency certainly has its way of achieving service. Excellent, including in Office institution rituals Hijrah Muslim Center (HMC) Payakumbuh. Viewed from the aspect of its meaning, excellent service is a service indicator that is Which covering tangible (tangible), reliability (reliability), responsiveness (response), assurance (guarantee), And empathy (empathy), which can in felt directly by the congregation (consumer).

#### 1. Tangible (tangible)

Tangible is a service quality standard in the form of convenience in process service (quality service). Institution Rituals Hijrah Muslim Center (HMC) is an agency That helps the government inserving the community in the field of religion, especially in the field of Hajj and Umrah pilgrimage, including sexy organizer Hajj and Umrah Which serves congregations from aspect registration, knowledge Rituals, and also departure congregation. In carrying out his job, Rituals, HMC The Great Wall provides convenience to the congregation who wish to consult, finish the file in registration Hajj and Umrah, file management passport, manage Visa, and exchange money Real. Besides that, in the HMC congregation, it was easier to take photos and get

vaccinated because HMC brought photographers and doctors to the office to serve the congregation at a price which crooked with photographer and doctor other. Because it already cooperated with HMC (Saepurrahmat, 2017). To give service and maintain and make the congregation loyal to HMC, HMC applies the principle of service excellence, known as draft 3A. That is the concept of Attitude, Attention, And draft Action. Wrong One form draft Attention Which applied HMC is:

- a. Photo Service for Complete Administration of Hajj and Umrah Pilgrims  
Wrong One condition administration Which must equipped congregation will carry out Hajj/ Umrah is Photo. Photo is administration Which must equipped by congregation Which will hajj/umrah Which its implementation personal from congregation each. Travel Hajj And Umrah usually Nowill provide And facilitate place take a photo For congregation. Wrong One form of service HMC gives to the congregation is to bring a photographer to the office; to serve And make it easier congregation, HMC invites And brings a photographer to the office.
- b. Provision Vaccine Meningitis  
Every congregation Carrying out Hajj and Umrah must carry out the meningitis vaccine, which will later have a meningitis vaccine card. The data will be inputted to the State and later shown to the Saudi authorities. as a condition of completeness Administration. Not all House Sick and Health Centers provide vaccines for meningitis, For That, HMC cooperates with several hospitals to do meningitis vaccination in office HMC. The hospital has issued the pilgrim's vaccine card will be handed over to HMC, Which will later input the data by HMC employees and will be distributed back to the congregation at the airport when departure in order not to There is card vaccine left behind by the congregation.
- c. Exchange Money Real  
Besides vaccines, HMC provided service Money Exchange Real to maximize service to the congregation. To maximize its services, HMC Also provides exchange Money real. Congregations Who want to exchange their money can exchange it at the HMC office because HMC also establishes cooperative relationships with several Sharia banks in Payakumbuh. Thus, the congregation does not need to linger in the queue at the bank To exchange real money because Already provided by HMC.

## 2. Reliability (reliability)

Mentor rituals in institution rituals HMC is Professional tutors certified by the Indonesian Ministry of Religion. The manasic instructor provides manasic materials with materials that have been curricular. Material rituals That will teach the candidate Congregation Hajj/Umrah consists of 28 materials for Umrah and 38 for Hajj. Structured with Good. Start from material theoretical, practice, material demonstration, and exam, which rejected measuring evaluation understanding candidate Congregation.

Rituals Which There is in institution rituals Hijrah Muslim Center Payakumbuh is a form of excellent service that implements the principle of action in providing its services to the congregation; HMC provides Manasik will be held free of charge for all congregations. Manasik is held free of charge by HMC with the aim that the individual, a Muslim, especially those who will go to the holy land for the Hajj and Umrah, can worship with knowledge according to the sunnah of the Prophet. The congregation that follows the manasik is not hurray pilgrims who go for Hajj and Umrah with HMC only, but pilgrims who leave with travel agencies other Also allowed to follow rituals together with HMC.

### 3. Responsiveness (response)

Responsiveness is the responsiveness and ability of the service provider to provide complete service, in the sense of being by what is needed, namely quickly and right. Hajj and Umrah organizing section at the Office Institution Rituals HMC The Great Wall in his job must be capable of presenting service fast And according to target. Matter This aims To reach the objective of service excellent (Nurhamidah, Machendrawaty, & Setiawan, 2022).

So that the congregation can quickly and save time in taking care of their passports, HMC helps the congregation register passport congregation in a way on line. Looking after a passport is insufficient to answer personal questions from candidates for Hajj and Umrah pilgrims. Every congregation who goes to Hajj/Umrah, then they is required to take care of passports as a requirement for administrative completeness (Susilawati, Sarbini, & Setiawan, 2016). To provide the best comfort and service to the congregation at HMC, besides being given guidance manasic materials for free, the HMC congregation also assisted in managing Passport online.

Every congregation That has finished registering making his passport in a way Online Can directly come to the office Administration by the schedule they want without having to queue for a long time at the Administration office.

(Dewi, 2019). To process passports online, the HMC team will assist pilgrims. The congregation only needs to prepare a file condition management passport. Following are several file conditions looking after passports, Which must provided by the congregation:

- a. Photocopy KK
- b. Photocopy ID card
- c. Photocopy Birth certificate
- d. Certificate
- e. Letter of recommendation from Travel Hajj/Umrah
- f. Letter of Recommendation From the Ministry of Religion
- g. Photocopy Letter Marry For Candidate Congregation Which Already Marry

After all conditions are complete, the HMC Team will help The congregation fill in and input passport processing data online via the application M-Passport. The timetable for obtaining a passport was determined directly according to the will from the congregation Alone O'clock, Which was stated in the form (Rahma, Sari, Afifah, & Sholichah, 2023). After registration is finished, the congregation stays paid, makes a passport to the Administration by post or via transfer, and comes to the Administration office in accordance timetable That has been chosen (Munawar & Halim, 2003).

#### 4. Assurance (guarantee)

In creating trust in the congregation, HMC provides timely service. Hajj and Umrah ritual organizer section in HMC Payakumbuh, in providing services, must create trust in the congregation by giving service at an appropriate time in the settlement registration file congregation.

In operating his job, HMC Already fulfills indicators of excellent service from the Assurance department because at HMC. This congregation is sent off on the Hajj pilgrimage Umrah has understood And Has knowledge o f rituals. The congregation, Which follows rituals, will test his knowledge with the method of carrying out initial exams, practical exams, final exams, and comprehensive exams (Wildayati, 2017). Congregants who have not passed the test will be guided again and tested until they truly understand the material. Thus, This method will make the congregation truly leave with knowledge so that they feel satisfied and can feel the pleasure of worshiping in the holy land, And Can perform worship in a way independent (Ratminto & Winasih, 2010).

#### 5. Empathy (empathy)

Empathy (empathy) is a flavor That can feel direct and impressive to

consumers. In giving service to the congregation, the Organizing Officer of Manasik at HMC Payakumbuh must be capable of giving service, Which is impressive And can direct the congregation's feelings. Although face congregation Hajj Which different character And character, officer organizers of the manasic at HMC Payakumbuh must be able to smile and be friendly And friendly (M. U. Maharani, Sadiyah, Mujib, & Mulqiyah, 2022). Employee HMC must channel energy positively to customers so that customers feel comfortable and happy with the service provided (Taufikurrahman, Wasliman, & Dianawat, 2023). In other words, employees must overcome problems, and customers complain well so that they come to the HMC office with annoyance and anger; they feel relieved and go out with a smile. HMC strives to provide comfort congregation in carrying out worship (Rifa'i, Tijani, & Zubairi, 2022). Especially comfort during worship on the holy ground; for that reason, HMC provides souvenir orders for the congregation at the office before departure to the holy Land (Saidi & Khoiri, 2024).

The purpose of providing souvenir orders from HMC is so that the congregation is more focused on worship while in the holy land and can visit many historical places in the holy land. Their time will be more beneficial during was in the holy land because it was time for shopping souvenirs have been used in the country. Apart from that, this will make things easier for the congregation because they don't need to bring a lot of luggage, because of the souvenirs Which they message will until in soil water along with arrival congregation (Anesta & Kenedi, 2023).

Besides providing small gifts to lighten up the congregation paying Hajj and Umrah expenses, HMC also opens a Hajj and Umrah savings account. The congregation who take manasic classes at HMC are not the only ones who will leave Hajj and Umrah only (Maulana, Sanusi, & Rustandi, 2022). Anyone can take part in the manasik at HMC in a way free. HMC's principle is that anybody must own knowledge manasic, regardless of whether he will go on the hajj/umrah. So, for those who do not have enough money to go on the Hajj or Umrah, HMC provides Hajj and Umrah savings for those who want to save. Opening savings Hajj and Umrah at HMC is not difficult (M. Maharani, 2020). The congregation will save enough to come to HMC with several conditions (Fitri, Solahudin, & Fitriani, 2023). Following several conditions open savings Hajj and Umrah in HMC:

- a. Photocopy KK

- b. ID card
- c. Fill in the Form Opening Savings Hajj and Umrah
- d. Pay the Beginning balance of Rp100,000

Congregants can open Hajj and Umrah savings with a bank that has collaborated with HMC. The congregation will save; they can choose whether savings they will later picked up by the partybank/HMC, or they will deliver it to the office HMC, or they can save with method transfer to account. They can save according to their ability; there is no set amount. They must save (Octaviani, 2017).

### **Constraint In Apply Excellent Service Management Institutionalized Rituals HMC The Great Wall**

HMC managers and officers face several obstacles. Among them, that is:

1. Most of the congregation Who follow rituals is a person old and have different characters and backgrounds, so HMC officers must face congregations Which different character.
2. Place rituals Which small whereas congregation Which Lots, so that make officer No maximum in give service as well as difficulty give material to the outdoors congregation.
3. Information increases price Ticket aircraft, Visa, price hotels, and regulations government, which are often changeable.

### **Solution Which Implemented HMC In Overcome Constraint in Give Service First To Congregation HMC**

The solutions implemented by HMC are to reduce and overcome each problem. Constraints faced in giving service to the congregation that is:

1. Make additional classes for the congregation to review the material rituals so that they understand with material rituals.
2. With the method, always be patient and think positively in face And provide services to congregations who have different characters different.
3. Every HMC officer is trained and required to have internal abilities to handle customers so that you can make customers who were previously annoyed with heart annoyed, will go out of office HMC with like heart.
4. Determine the exact price of the Hajj/Umrah ticket after the plane ticket and hotel booked. An explanation was given to the congregation so that misunderstandings between pilgrims do not happen if there is a change in the price of plane tickets and rental price hotels

## Conclusion

Based on the analysis, the implementation management service is excellent in frame increasing candidate congregation Hajj and Umrah follow rituals in HMC Payakumbuh; it can be concluded that the implementation of service management The one at the HMC Payakumbuh manasic institution is good and is included in the category service excellent. In serving the congregation, HMC Already fulfills all indicators in service excellent. The indicators cover 1. tangible (tangible), 2. reliability (reliability), 3. responsiveness, 4. assurance, and 5. empathy. Can it feel directed by the congregation (consumer).

In serving congregation manasic, there are several obstacles: most of the congregation who take part in the manasic are elderly, so HMC officers have to deal with congregations with different characters. In addition, small place rituals where congregation Lots, so Officers had difficulty providing materials to the congregation outside the room. To overcome these obstacles, the solution implemented by HMC is Always to be patient and think positively in dealing with and providing services to congregations with different characters. Additionally, every officer at HMC is trained and is required to handle customers to make customers who previously came with their hearts upset will happily leave the HMC office. As for the room that is small for manasic, which makes some of the congregation less able to understand the material, HMC creates additional classes for the congregation to review the manasik material so that they understand with material rituals.

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