

STRATEGY TO INCREASE PUBLIC CONFIDENCE IN ATTRACTING UMRAH PILGRIMAGES

Zainur Ridho,¹ Farida dewi², Nadila vega³

^{1,2,3} STEBI Badri Masduqi Kraksaan Probolinggo

Email: zainur13ridho@gmail.com, Nadilavega2000@gmail.com, dewifarida2023@gmail.com

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Abstract

As time goes by, building a service business can be said to have very bright prospects, especially in line with changing consumer patterns that are increasingly diverse and prioritize convenience. A strategy consists of several tactics. Strategies are general, fundamental, and long-term, compared to tactics, which are more specific, operational, and short-term plans. Strategy aligns with the development of the concept of strategic management, which is not simply defined as a means to achieve a goal. Trust is closely related to religion, but its scope is broader. Increasing public trust in attracting pilgrims to register with PT Qiblatain travel is a crucial step to expand reach and increase customer numbers. This includes providing clear information, such as package prices, facilities, and registration requirements, clearly and transparently. Good and friendly service is also essential for providing services to PT Qiblatain pilgrims. By implementing a strategy that focuses on information transparency, service quality, legality, education, digital marketing, attractive promotions, and community development, PT Qiblatain can build a strong reputation in the eyes of the public.

Keywords: strategy, development, trust

ملخص

مع مرور الوقت، يُمكن القول إن بناء شركة خدمات يحمل آفاقاً واعداً للغاية، لا سيما في ظل تغير أنماط المستهلكين التي تزداد تنوعاً وتُولي الأولوية للراحة. تتكون الاستراتيجية من عدة تكتيكات. الاستراتيجيات عامة وأساسية وطويلة الأجل، مقارنةً بالتكتيكات التي تتسم بخطة تشغيلية وقصيرة الأجل وأكثر تحديداً. تتماشى الاستراتيجية مع تطور مفهوم الإدارة الاستراتيجية، الذي لا يُعرّف ببساطة كوسيلة لتحقيق هدف. الثقة وثيقة الصلة بالدين، لكن نطاقها أوسع. يُعد تعزيز ثقة الجمهور في جذب الحجاج للتسجيل لدى شركة PT Qiblatain travel خطوة حاسمة لتوسيع نطاق الوصول وزيادة قاعدة العملاء. يشمل ذلك توفير معلومات واضحة، مثل أسعار الباقات والمرافق ومتطلبات التسجيل، بوضوح وشفافية. كما تُقدم شركة PT Qiblatain travel خدمة جيدة وودودة لحجاجها. من خلال تطبيق استراتيجية تُركز على شفافية المعلومات وجودة الخدمة والشريعة والتعليم والتسويق الرقمي والعروض الترويجية الجذابة وتنمية المجتمع، يُمكن لشركة PT Qiblatain travel بناء سمعة طيبة لدى الجمهور.

الكلمات المفتاحية: الاستراتيجية، التنمية، الثقة

Abstrak

Seiring perkembangan zaman, membangun bisnis jasa dapat dikatakan

memiliki prospek yang sangat cerah, dan seiring dengan perubahan pola konsumsi masyarakat yang kian beragam dan mengutamakan kenyamanan. Suatu strategi terdiri dari beberapa taktik. Strategi bersifat umum, mendasar, dan berjangka panjang dibanding dengan taktik yang merupakan rencana yang lebih khusus, operasional dan berjangka pendek. Strategi sejalan dengan perkembangan konsep manajemen strategi, yang mana strategi ini tidak hanya didefinisikan sebagai cara untuk mencapai suatu tujuan. Kepercayaan erat kaitannya dengan religi atau agama, tapi cakupannya lebih luas. Meningkatkan kepercayaan masyarakat dalam menarik jemaah untuk mendaftar di travel PT Qiblatain adalah langkah penting untuk memperluas jangkauan dan meningkatkan jumlah pelanggan. Seperti halnya menyampaikan informasi yang jelas, seperti harga paket, fasilitas, serta syarat pendaftaran disampaikan dengan jelas dan transparan. Adapun pelayanan yang baik dan ramah untuk memberikan pelayanan kepada para jemaah PT Qiblatain. Dengan menerapkan strategi yang berfokus pada transparansi informasi, kualitas layanan, legalitas, edukasi, pemasaran digital, promosi menarik, dan pembangunan komunitas, PT Qiblatain dapat menciptakan reputasi yang kuat di mata masyarakat.

Kata kunci: strategi, perkembangan, kepercayaan.

INTRODUCTION

Indonesia is one of the largest Muslim countries in the world. Therefore, it is obligatory for Indonesians to fulfill and uphold the pillars of Islam. One of these pillars is performing the Hajj pilgrimage for those who are able. Besides the Hajj, the Umrah pilgrimage is also a frequently performed pilgrimage by Indonesians. The Umrah pilgrimage is closely related to direct worship of Allah SWT. It combines several aspects, including physical, spiritual, and spiritual worship. (UTAMI, 2021)

As time goes by, establishing a service business can be said to have very bright prospects, especially in line with changing consumer patterns that are increasingly diverse and prioritize convenience. The Hajj and Umrah business is quite promising in Indonesia due to its very large market, in line with the large number of Muslims in Indonesia (Irmayani, 2018). Trust is an important foundation in interpersonal relationships, both in personal and social contexts. Trust can be defined as a person's belief in another person, an institution, or even in oneself.

Maintaining the trust and interest of pilgrims in registering with PT. Qiblatain Safarina Bakti travel agencies is crucial, as well as protecting the public from fraudulent travel agencies.

Public trust is a key factor influencing their decision to register with Hajj and Umrah travel services, including PT Qiblatain Safarina Bakti. In the context of this crucial and sacred pilgrimage, people tend to be more cautious in selecting service providers. Various factors can influence this level of trust, including:

Quality of Service and Customer Service, Transportation and Clarity of Information, Security and Comfort, Reasonable and Competitive Prices.

By understanding these factors, PT Qiblatain Safarina Bakti can develop strategies to build public trust, thereby attracting more pilgrims to register and perform the Hajj and Umrah pilgrimages comfortably and safely.

Strategy is a concept that must be understood and implemented by every entrepreneur and manager in all business sectors (Irmayani, 2018).

RESEARCH METHOD

This research is a qualitative research. It draws on relevant literature, including books, notes, and previous research reports, as well as interviews with staff at PT Qiblatain Safarina Bakti. Conclusions are drawn from several books, both original and translated, as well as other scientific works.

RESULTS AND DISCUSSION

Based on an interview with a member of staff at PT Qiblatain Safarina Bakti, it emerged that the company's primary strategy for increasing the number of pilgrims focuses on building trust and strengthening service quality. Public trust is considered a key asset in the Umrah travel industry, given that the services provided are directly related to the sacred pilgrimage and require a high level of responsibility.

The company's strategic steps to increase public trust include maintaining trust and providing the best possible service to pilgrims. Trust is defined as a commitment to fulfilling all service promises, from departure and facilities to pilgrimage support during the pilgrimage. Consistently maintaining service quality is a crucial factor in building a positive public image for the company.

Furthermore, PT Qiblatain utilizes testimonials and positive reviews from pilgrims as an experience-based marketing strategy. Pilgrims who have experienced excellent service serve as indirect promotional channels by sharing their experiences with their families and social circles. Thus, the ongoing relationship between the company and alumni pilgrims is an effective strategy for building loyalty and expanding their marketing network.

Service quality plays a significant role in increasing pilgrim satisfaction. The company strives to maintain existing service aspects and evaluates job descriptions and programs deemed less than optimal. This ongoing evaluation demonstrates continuous improvement efforts to ensure congregation satisfaction is maintained.

In terms of digital marketing, PT Qiblatain utilizes social media and its website as a means of interacting with prospective pilgrims. The strategy employed is to regularly update content and actively respond to questions and interactions from prospective pilgrims and supporters. An active and responsive digital presence can increase interest and strengthen the company's credibility in the information technology era.

A marketing strategy deemed effective by the company is maintaining relationships with alumni of the congregation so that they can act as intermediaries (word-of-mouth marketing) in attracting new prospective pilgrims. Positive experiences

from pilgrims are a more convincing promotional tool than conventional advertising, as they are based on real-life experiences and are trusted by the community.

Overall, PT Qiblatain's strategy emphasizes three main aspects: (1) maintaining trust and service quality, (2) building and maintaining relationships with pilgrims, and (3) utilizing social media and testimonials as promotional tools. This strategy demonstrates that trust and service quality are key factors in increasing satisfaction and the number of pilgrims.

Therefore, trust is the main foundation in the pilgrimage travel industry, and with consistent efforts, PT Qiblatain can attract more pilgrims and build long-term relationships with customers.

Public perception of the Hajj and Umrah travel services at PT Qiblatain Safarina Bakti can be influenced by various factors. The following are some frequently highlighted aspects that can shape public perception, such as:

First, Service Quality: Public perception is also influenced by the quality of service provided, from the registration process and during the trip, to other pilgrimage guidance. This is to ensure a good service.

Second, Team Experience and Qualifications: Public perception of the team managing the trip is also very important. If people perceive that PT Qiblatain has experienced and qualified guides, they will be more confident in using the service.

Third, Competitive Pricing: People tend to compare travel package prices from various service providers. If the price offered by PT Qiblatain is perceived as reasonable and commensurate with the quality of service provided, a positive perception will be formed.

Therefore, the perception at PT Qiblatain is very good and satisfying, so that the congregation who have registered will come back again to register at PT Qiblatain.

Table 1. Number of congregations from 2024 to 2025

Tahun 2024	Tahun 2025
With a total of 180 congregations	With a total of 130 congregations

Based on data available at PT Qiblatain Safarina Bakti, the number of pilgrims in 2024 will be 180 people. In 2025 the number of pilgrims will be recorded at 130 people. Thus, there was a decrease of 50 congregations from the previous year. This decrease was caused by staff changes within the company. In addition, the data t

CONCLUSION

Increasing public trust in attracting pilgrims to register with PT Qiblatain travel requires a comfortable and sustainable approach. By implementing strategies that focus on information transparency, service quality, legality, education, digital marketing, attractive promotions, and community building, PT Qiblatain can create a strong reputation in the eyes of the public. Based on this evaluation or research, several shortcomings can be proposed: 1. Can provide more satisfactory service for pilgrims, 2. Hold a meeting of alumni of PT Qiblatain Safarina Bakti pilgrims in order to continue to strengthen and maintain the price of travel quality.

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