

ABSTRAK

Indri Amelia: Manajemen Pelayanan Administrasi Ibadah Haji di Pusat Layanan Haji dan Umrah Terpadu Kementerian Agama Kabupaten Bekasi

Penelitian ini dilatarbelakangi oleh tingginya kompleksitas dalam pelayanan administrasi ibadah haji di daerah, khususnya di Kabupaten Bekasi yang memiliki jumlah calon jemaah terus meningkat setiap tahunnya. Permasalahan seperti kurangnya sosialisasi, penumpukan berkas, kendala sistem SISKOHAT, dan prosedur yang belum efisien menjadi alasan pentingnya kajian terhadap manajemen pelayanan di Pusat Layanan Haji dan Umrah Terpadu (PLHUT).

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis bagaimana manajemen pelayanan administrasi ibadah haji diterapkan di PLHUT Kementerian Agama Kabupaten Bekasi, menilai persepsi calon jemaah haji berdasarkan lima dimensi SERVQUAL, serta mengidentifikasi faktor pendukung dan penghambat dalam proses pelayanan administrasi ibadah haji di PLHUT Kementerian Agama Kabupaten Bekasi.

Penelitian ini menggunakan teori fungsi manajemen POAC oleh George R. Terry dan konsep SERVQUAL dari Parasuraman, Zeithaml dan Berry sebagai landasan teoritis. Metode yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi dan dokumentasi. Paradigma yang digunakan adalah paradigma konstruktivisme dengan pendekatan kualitatif.

Hasil penelitian menunjukkan bahwa manajemen pelayanan administrasi telah dilaksanakan sesuai dengan fungsi perencanaan, pengorganisasian, pelaksanaan dan pengawasan. Fungsi perencanaan terlihat dari penetapan SOP dan *briefing* berkala; pengorganisasian tercermin dalam pembagian tugas yang sesuai kompetensi; pelaksanaan berjalan berdasarkan SOP dengan koordinasi antar petugas; dan pengawasan dilakukan secara formal maupun informal melalui evaluasi harian. Persepsi calon jemaah terhadap pelayanan tergolong positif pada seluruh dimensi SERVQUAL, dengan penilaian baik terhadap fasilitas, ketepatan pelayanan, sikap responsif, jaminan dari petugas serta empati terhadap jemaah lansia. Faktor pendukung pelayanan antara lain soliditas tim, sarana prasarana yang memadai, penerapan layanan satu pintu, hadirnya Bank Penerima Setoran (BPS), kelengkapan dokumen jemaah, latar belakang pendidikan jemaah yang cukup baik. Sementara itu, hambatan yang ditemukan mencakup keterbatasan sistem sosialisasi dan edukasi oleh PLHUT, gangguan teknis pada sistem layanan digital dan kerusakan perangkat, belum optimalnya integrasi data kependudukan, serta kurangnya fasilitasi khusus bagi jemaah lansia dalam proses biometrik.

Kata Kunci: Manajemen Pelayanan, Administrasi Haji, Pusat Layanan Haji dan Umrah

ABSTRACT

Indri Amelia: *Management of Hajj Administration Services at the Integrated Hajj and Umrah Service Center of the Ministry of Religious Affairs Bekasi Regency in 2024*

This research is motivated by the high complexity of hajj administration services in the regions, especially in Bekasi Regency, which has an increasing number of prospective pilgrims every year. Problems such as lack of socialization, accumulation of files, constraints on the SISKOHAT system, and inefficient procedures are the reasons for the importance of studying service management at the Integrated Hajj and Umrah Service Center.

The purpose of this study is to determine and analyze how hajj administration service management is implemented at the Integrated Hajj and Umrah Service Center of the Ministry of Religious Affairs, Bekasi Regency, to assess the perceptions of prospective hajj pilgrims based on the five dimensions of SERVQUAL, and to identify supporting and inhibiting factors in the process of hajj administration services at the Integrated Hajj and Umrah Service Center of the Ministry of Religious Affairs, Bekasi Regency.

The study uses the POAC management function theory by George R. Terry and the SERVQUAL concept from Parasuraman, Zeithaml and Berry as a theoretical basis. The method used is descriptive qualitative with data collection techniques through interviews, observation and documentation. The paradigm used is the constructivism paradigm with a qualitative approach.

The results of the study indicate that administrative service management has been implemented according to the management functions of planning, organizing, implementing and supervising. The planning function can be seen from the determination of SOPs and periodic briefings; organizing is reflected in the division of tasks according to competence; implementation is based on SOPs with coordination between officers; and supervision is carried out formally and informally through daily evaluations. The perception of prospective pilgrims towards the service is relatively positive in all dimensions of SERVQUAL, with good assessments of facilities, accuracy of service, responsiveness, assurance from officers and empathy for elderly pilgrims. Supporting factors for service include team solidarity, adequate facilities and infrastructure, implementation of one-stop service, presence of Deposit Receiving Bank (BPS), completeness of pilgrim documents, and good educational background of pilgrims. Meanwhile, the obstacles identified included limitations in the outreach and education system by the PLHUT, technical disruptions to the digital service system and device damage, suboptimal integration of population data, and a lack of special facilities for elderly pilgrims in the biometric process.

Keywords: *Service Management, Hajj Administration, Integrated Hajj and Umrah Service Center*