

ABSTRAK

Ulfah Khodijah Burhani: Analisis Pelayanan Haji Terhadap Jemaah Lansia di Kantor Wilayah Kementerian Agama Provinsi Jawa Barat Tahun 2024.

Latar belakang penelitian ini didasari oleh meningkatnya jumlah jemaah haji lansia setiap tahunnya, serta pentingnya pelayanan yang ramah lansia dalam mendukung kelancaran ibadah haji. Mengingat Provinsi Jawa Barat merupakan provinsi dengan jumlah lansia terbanyak, maka Kantor Wilayah Kementerian Agama Provinsi Jawa Barat memiliki peran sentral dalam memastikan seluruh proses keberangkatan jemaah, khususnya lansia, berjalan lancar dan aman. Oleh karena itu, penelitian ini bertujuan untuk menganalisis kualitas pelayanan haji bagi jemaah lansia berdasarkan lima dimensi yaitu keandalan, daya tanggap, kepastian, empati dan fasilitas pelayanan yang dilakukan kepada jemaah lansia di Kantor Wilayah Kementerian Agama Provinsi Jawa Barat pada tahun 2024.

Teori yang digunakan dalam penelitian ini adalah model kualitas pelayanan oleh Parasuraman, Zeithaml, dan Berry, yang menekankan bahwa kualitas pelayanan dapat diukur dari lima dimensi utama, yaitu: keandalan, daya tanggap, kepastian, empati, dan bukti fisik. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif serta menggunakan paradigma konstruktivisme. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi terhadap pihak-pihak terkait yaitu Ketua Tim pada Bidang Penyelenggara Haji dan Umrah Kantor Wilayah Kementerian Agama Provinsi Jawa Barat, Petugas Penyelenggara Ibadah Haji (PPIH) bidang lansia embarkasi, serta jemaah haji lansia Jawa Barat tahun 2024.

Hasil penelitian menunjukkan bahwa pelayanan di Kantor Wilayah Kementerian Agama Jawa Barat telah berjalan dengan baik dan mencerminkan implemementasi pelayanan haji bagi jemaah lansia berdasarkan lima dimensi kualitas pelayanan, yaitu: 1) pada dimensi keandalan, pelayanan diberikan sesuai kebijakan seperti percepatan pemberangkatan, pelunasan, pendampingan serta tersedianya petugas khusus lansia di embarkasi; 2) pada dimensi daya tanggap, penggunaan aplikasi Kawal Haji dan respon cepat petugas menunjukkan kesiapsiagaan yang baik; 3) dimensi kepastian, terdapat pelatihan bimbingan teknis dan profesionalitas petugas membangun rasa aman bagi jemaah; 4) dimensi empati tampak dari layanan makan dengan menu khusus, transportasi, serta pendekatan personal yang ramah; dan 5) pada dimensi bukti fisik, tersedia kamar lansia di lantai dasar, fasilitas kursi roda dan jalur khusus serta tersedia posko lansia, meskipun masih terdapat kekurangan pada kamar mandi dan kenyamanan di asrama embarkasi. Secara umum pelayanan haji bagi jemaah lansia telah berjalan dengan baik, namun hasil analisis menunjukkan bahwa masih terdapat kekurangan pada aspek fasilitas fisik.

Kata Kunci: Analisis Pelayanan Haji, Jemaah Lansia, Kualitas Pelayanan

ABSTRACT

Ulfah Khodijah Burhani: *Analysis of the Quality of Hajj Services for Elderly Pilgrims at the Regional Office of the Ministry of Religious Affairs of West Java Province in 2024.*

The background of this research is based on the increasing number of elderly Hajj pilgrims each year, as well as the importance of elderly-friendly services in supporting the smooth running of the Hajj. Given that West Java Province has the largest number of elderly people, the Regional Office of the Ministry of Religious Affairs of West Java Province plays a central role in ensuring the smooth and safe departure of all pilgrims, especially the elderly. Therefore, this study aims to analyze the quality of Hajj services for elderly pilgrims based on five dimensions: reliability, responsiveness, certainty, empathy, and service facilities provided to elderly pilgrims at the Regional Office of the Ministry of Religious Affairs of West Java Province in 2024.

The theory used in this study is the service quality model by Parasuraman, Zeithaml, and Berry, which emphasizes that service quality can be measured from five main dimensions, namely: reliability, responsiveness, assurance, empathy, and physical evidence. This study uses a qualitative approach with a descriptive method and uses a constructivist paradigm. Data collection techniques were carried out through interviews, observations, and documentation of related parties, namely the Team Leader in the Hajj and Umrah Organizers Division of the Regional Office of the Ministry of Religious Affairs of West Java Province, Hajj Organizer Officers (PPIH) in the elderly embarkation sector, and elderly Hajj pilgrims of West Java in 2024.

The results of the study indicate that services at the West Java Regional Office of the Ministry of Religious Affairs have been running well and reflect the implementation of Hajj services for elderly pilgrims based on five dimensions of service quality, namely: 1) in the reliability dimension, services are provided according to policies such as accelerated departure, payment, assistance and the availability of special officers for the elderly at embarkation; 2) in the responsiveness dimension, the use of the Kawal Haji application and the fast response of officers indicate good preparedness; 3) in the assurance dimension, there is technical guidance training and professionalism of officers to build a sense of security for the pilgrims; 4) the empathy dimension is seen from the meal service with a special menu, transportation, and a friendly personal approach; and 5) in the physical evidence dimension, there are elderly rooms on the ground floor, wheelchair facilities and special paths and elderly posts are available, although there are still shortcomings in the bathroom and comfort in the embarkation dormitory. In general, Hajj services for elderly pilgrims have been running well, but the results of the analysis show that there are still shortcomings in the aspect of physical facilities.

Keywords: *Analysis of Hajj Services, Elderly Congregation, Service Quality*