

## ABSTRAK

**Farhan Firdaus.** Implementasi Manajemen Pelayanan Haji dalam Meningkatkan Kepuasan Jemaah di Kementerian Agama Kabupaten Bandung.

Penelitian ini dilatarbelakangi oleh pentingnya manajemen pelayanan haji yang efektif dalam meningkatkan kepuasan jemaah. Permasalahan utama yang diangkat adalah bagaimana Kementerian Agama Kabupaten Bandung merancang, melaksanakan, dan mengevaluasi pelayanan haji agar sesuai dengan kebutuhan jemaah, khususnya dalam aspek manasik, verifikasi dokumen, layanan lansia, kolaborasi antarinstansi, logistik, serta evaluasi pasca pelaksanaan. Tujuan penelitian ini adalah untuk mendeskripsikan secara mendalam manajemen pelayanan haji di Kementerian Agama Kabupaten Bandung dan menganalisisnya berdasarkan teori SERVQUAL.

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif. Data dikumpulkan melalui wawancara mendalam dengan narasumber kunci, observasi, dan dokumentasi, kemudian dianalisis secara naratif untuk mengungkap temuan-temuan penting terkait kualitas layanan.

Hasil penelitian mengungkapkan bahwa manajemen pelayanan haji di Kementerian Agama Kabupaten Bandung telah mengimplementasikan lima dimensi SERVQUAL, yaitu *tangible*, *reliability*, *responsiveness*, *assurance*, dan *empathy*. Kegiatan manasik berjalan sistematis, verifikasi dokumen dilakukan tepat waktu, kolaborasi lintas instansi berjalan cukup baik, dan layanan khusus bagi lansia menjadi prioritas. Namun, masih terdapat kendala teknis seperti keterbatasan sarana pendukung dan hambatan koordinasi pada beberapa tahapan.

Kesimpulannya, penerapan manajemen pelayanan haji di Kementerian Agama Kabupaten Bandung sudah efektif dalam meningkatkan kepuasan jemaah, meskipun perlu peningkatan pada aspek fasilitas dan kecepatan koordinasi.

**Kata kunci:** Manajemen Pelayanan Haji, Kepuasan Jemaah, SERVQUAL, Kementerian Agama Kabupaten Bandung.

## ABSTRACT

**Farhan Firdaus.** *Implementation of Hajj Service Management to Improve Pilgrim Satisfaction at the Ministry of Religious Affairs, Bandung Regency.*

*This research is motivated by the importance of effective Hajj service management in increasing pilgrim satisfaction. The main issue addressed is how the Ministry of Religious Affairs of Bandung Regency plans, implements, and distributes Hajj services to meet pilgrim needs, particularly in aspects such as rituals (manasik), document verification, elderly services, inter-agency collaboration, logistics, and post-implementation evaluation. The purpose of this study is to provide an in-depth description of Hajj service management at the Ministry of Religious Affairs of Bandung Regency and analyze it based on SERVQUAL theory.*

*This research uses a constructivist paradigm with a qualitative approach. Data were collected through in-depth interviews with key informants, observations, and documentation, then analyzed narratively to uncover key findings related to service quality.*

*The results reveal that Hajj service management at the Ministry of Religious Affairs of Bandung Regency has implemented the five dimensions of SERVQUAL: Tangible, Reliability, Responsiveness, Assurance, and Empathy. Activities are systematic, document verification is timely, inter-agency collaboration is quite effective, and special services for the elderly are a priority. However, technical challenges remain, such as limited supporting facilities and coordination challenges at several stages.*

*In conclusion, the implementation of Hajj service management at the Ministry of Religious Affairs of Bandung Regency has been effective in increasing pilgrim satisfaction, although improvements are needed in terms of facilities and speed of coordination.*

**Keywords:** *Hajj Service Management, Pilgrim Satisfaction, SERVQUAL, Ministry of Religious Affairs of Bandung Regency.*