

Analysis of Hajj and Umrah Services at PT. Menara Babussalam Citra Mandiri Palu

Hasnawati^{1(*)}, Rajindra², Sirajudin³

^{1,2,3}Management Study Program, Faculty of Economics, Muhammadiyah University of Palu, Indonesia

*Corresponding Author, Email: hasnawi2190@yahoo.com

ABSTRACT

The aims of this study are: (1) To find out and analyze the Hajj and Umrah services at PT. Menara Babussalam Citra Mandiri Palu, and (2) To find out and analyze the factors that support and hinder Hajj and Umrah services at PT. The Babussalam Citra Mandiri Tower in Palu. This type of research is descriptive qualitative using in-depth interviews with research informants, namely directors, managers, and employees of the HRD PT. Menara Babussalam Citra Mandiri Palu as well as several prospective hajj and umrah pilgrims according to research needs and considered to know well information about hajj and umrah services at PT. The Babussalam Citra Mandiri Tower in Palu. The results showed that: Hajj and Umrah services at PT. The Babussalam Citra Mandiri Tower in Palu is quite good, where employees serve prospective pilgrims professionally both when in the homeland and after in the holy land and can cooperate with parties who support the departure of Hajj and Umrah such as administrative services, accommodation, transportation, health, and consumption. Supporting and inhibiting factors of PT. The Babussalam Citra Mandiri Tower in Palu as well as the implementation of the Hajj and Umrah pilgrimages are barometers for achieving a goal that has been previously set by the management. Factors that support services to pilgrims are the facilities provided to pilgrims such as the types of four and five-star hotels, planes that do not transit, the presence of doctors who accompany pilgrims to provide medicines. While the inhibiting factors are complaints from pilgrims regarding the food menu provided by the hotel and sometimes flight delays due to unfavorable weather for flying.

Keywords – Service, Hajj, Umrah

INTRODUCTION

Hajj and Umrah are obligatory acts of worship for every Muslim who can afford them (1). This obligation is the fifth pillar of Islam. Because Hajj is an obligation, so if people who can afford it do not do it then it is a sin and if they have done it will get a reward. While the meaning of Hajj for Muslims is a response to the call of Allah SWT (2). Hajj and Umrah are only obligatory once in a lifetime. If someone has done it the first time, then with it his obligations have been completed. The second, third, and so on are the only sunnah.

The meaning of the word Hajj in terms of etymology consists of the word "Hajj", which means to prevent an action. If viewed in terms of terminology the meaning of Hajj is to visit the Baitullah (Kaaba) to do the practice. As for the practices that must be done, namely: wukuf, tawaf, sa'i, and other practices at a certain time (3). This practice is done to fulfill the call of Allah SWT and expect His pleasure.

Hajj is the fifth pillar of Islam. Allah SWT has promised paradise to Muslims as a reward for Mabruur Hajj. So a Muslim who has performed the pilgrimage is not excessive if he feels he has perfected his religion. Hajj is a religious practice that is very important for all Muslims in their lives (4).

Every Muslim wants to achieve perfection in worship, especially if he can perform the Hajj and Umrah by the desired expectations. The hope of every hajj and umrah pilgrim in carrying out their worship must want good, safe, comfortable service, and the pilgrimage and Umrah can be carried out more perfectly. For this reason, almost all Hajj and Umrah organizers desire to be able to provide the best and satisfying service.

Hajj and Umrah activities have two sides that must always be considered in their implementation, namely the standard of implementation while still in the homeland and service while in the holy land. Many important aspects must always be considered in the development, such as in-service services (payment of ONH fees to the bank, processing of Hajj and Umrah documents, health checks for prospective pilgrims), spiritual guidance (guidance materials, methods, and guidance time for prospective pilgrims). provision of equipment and religious consultation. Meanwhile, the standard of Hajj and Umrah services in the holy land of Mecca include accommodation, transportation, consumption, and health services.

In-Law Number 13 of 2008 concerning the Implementation of the Hajj, it is stated that the Hajj pilgrimage aims to provide the best possible guidance, service, and protection for the pilgrims so that they can perform their worship according to the provisions of Islamic teachings (5). However, in reality, the implementation of the Hajj and Umrah pilgrimages has been considered less effective and efficient so that it is considered to have influenced the quality of service delivery and protection to pilgrims.

The characteristics of good Hajj and Umrah services are that they can provide satisfaction to the congregation, have professional employees, have good facilities and infrastructure, all the desired products are available, are responsible to the congregation from start to finish In addition, being able to serve quickly and precisely, and able to give a trust to the congregation (6).

This opportunity is being looked at not only by the government but also by the organizing bureaus competing to attract the sympathy of the congregation. All are competing to be able to offer coaching, service, and protection with the advantages of different facilities to achieve a popularity value. This is where the institutions then take on a role. One of them is the Hajj and Umrah travel agency PT. Menara Babussalam Citra Mandiri Palu is one of the Hajj and Umrah travel agencies in Palu City which always strives to provide the best service in the implementation of the Hajj and Umrah pilgrimages and

can launch the Hajj and Umrah pilgrimages in Palu City, which so far are still lacking in terms of service. Where the service must also be by the standards of Hajj services that have been regulated by the law on Hajj and Umrah.

PT. Menara Babussalam Citra Mandiri Palu as one of the Hajj and Umrah travel agencies in Palu City which has obtained official permission from the Ministry of Religion of the Republic of Indonesia to depart for Hajj and Umrah is always trying to improve its service activities in an integrated manner so that prospective pilgrims can use the travel agencies offered. Considering that there will be more and more competitors in terms of hajj and umrah travel agencies and more and more bureaus that offer various kinds of service facilities provided.

The author in this study has made PT. Menara Babussalam Citra Mandiri Palu is the object of research because it sees a phenomenon of the rise of non-regular Hajj or often called Hajj Florida which is based on fakes, resulting in a lack of trust from prospective pilgrims to use existing bureaus. Looking at the phenomenon above, then PT. Menara Babussalam Citra Mandiri Palu is trying to anticipate this situation by implementing management that is oriented to improving the service quality.

One of the uniqueness of PT. Menara Babussalam Citra Mandiri Palu is not only serving hajj and umrah travel but also serving ticket sales (ticketing), housing business, and traveling (tours) abroad. However, with more and more services offered by PT. Menara Babussalam Citra Mandiri Palu does not make this bureau neglect its services from the services offered.

Based on the explanation above, the authors want to know how the Hajj and Umrah services at PT. Menara Babussalam Citra Mandiri Palu to prospective pilgrims in the implementation of the Hajj and Umrah pilgrimages.

METHODOLOGY

Based on the form of the problem, this research is classified as descriptive research with a qualitative approach. The research location was chosen purposively at PT. Menara Babussalam Citra Mandiri Palu is located at Jalan Sam Ratulangi Kav. 01 Palu City, Central Sulawesi for some reason there has never been a previous study on Hajj and Umrah services at PT. Menara Babussalam Citra Mandiri Palu, by other researchers with the same title as this research. Informants in research are people who are considered to know the most about the phenomenon being studied. The determination of research informants is using the Purposive Sampling technique (Sampling Purposive) where this technique includes people who are selected based on certain criteria made by researchers based on research objectives.

To solve the problem in the research, the data analysis technique used is descriptive data analysis, because this study aims to describe the hajj and umrah services at PT. Menara Babussalam Citra Mandiri Palu, descriptive analysis is research, not an experiment, because it is not intended to determine the consequences of treatment (7).

Through descriptive research, the researcher only intends to describe (describe) the symptoms that are currently happening. This analysis technique is used to get an overview related to the subject matter studied, namely how the Hajj and Umrah services at PT. Menara Babussalam Citra Mandiri Palu, and what factors support and hinder Hajj and Umrah services at PT. The Babussalam Citra Mandiri Tower in Palu. By the type of research that is descriptive qualitative, then after the data is collected the next process is the data obtained is presented in a form that is easy to read, understand, and then interpret which is essentially a research effort to find answers to the problems formulated (8).

RESULTS AND DISCUSSION

Analysis of Hajj and Umrah Services at PT. Menara Babussalam Citra Mandiri Palu

By Law (RI) Number 13 of 2008 concerning the Implementation of Hajj and Umrah, the government focuses and continues to do the following things: First, guidance which includes pre-hajj, during and post-hajj guidance. Second, services consisting of administration, transportation, accommodation, consumption, health, insurance protection, and protection which includes safety and security (insurance) as well as protection from other parties that harm pilgrims and Umrah pilgrims from departure to return from the holy land (9).

In the context of organizing the hajj and umrah pilgrimages for every community that requires special services, special hajj and umrah organizers must fulfill the provisions, namely, serving hajj and umrah pilgrims using Hajj and umrah passports, providing guidance on hajj and umrah, providing accommodation services, consumption, transportation, and health services in particular. Likewise with dispatching, repatriating, and serving special Hajj and Umrah pilgrims by the agreement agreed between the organizers and the Hajj and Umrah pilgrims (5).

Administration Service

The process of administrative services at PT. Menara Babussalam Citra Mandiri Palu not only does it quickly but how to treat customers well and can also provide solutions for pilgrims who want to go to the holy land and provide clear information about what facilities and services will be provided by the company from departure to arrival at the company. holy land to return to the homeland. The goal is to achieve a satisfactory result for the congregation who have given their trust to PT. Menara Babussalam Citra Mandiri Palu as the organizer of Hajj and Umrah.

The administrative process service is the first step taken for registration for prospective Hajj and Umrah pilgrims (6). Registration for Hajj and Umrah pilgrims in Palu City can be done at any time, either online or by coming directly to the PT. Menara Babussalam Citra Mandiri Palu during working hours, i.e. 08.00 to 16.00 WITA. In carrying out a registration, every hajj and umrah pilgrim must comply with the procedures established by PT. The Babussalam Citra Mandiri Tower in Palu.

After the administrative services are completed, the pilgrims will be informed of the schedule for attending the Hajj and Umrah rituals. PT. The Babussalam Citra Mandiri Tower in Palu provides ritual guidance services to groups of prospective Hajj and Umrah pilgrims before the pilgrims' departure to the holy land of Mecca. Manasik guidance was given by PT. The Babussalam Citra Mandiri Tower in Palu aims to make prospective hajj and umrah pilgrims understand and understand how to perform the hajj and umrah pilgrimages correctly and perfectly when they arrive in the holy land.

Manasik guidance was given by PT. Menara Babussalam Citra Mandiri Palu is not much different from other hajj and umrah organizing bureaus. In the guidance service for Hajj and Umrah rituals, PT. Menara Babussalam Citra Mandiri Palu provides 3 (three) mentors to provide direct theoretical and practical directions to teach the procedures for ihram and obligatory and sunnah worship that must be done when in the holy land as well as prayer readings that are mandatory and good to read when in the holy land. Congregants were also given lectures regarding the purpose of the pilgrimage and umrah (Source: Results of an interview with Intam Kurnia Masruri congregation, Monday 10 February 2020).

PT. Menara Babussalam Citra Mandiri Palu sets a competency standard for manasik and mutawif mentors who provide services to pilgrims from departure to the holy land to return to their homeland based on education, training, skills, and experience in the field of Hajj and umrah.

For the Umrah pilgrims, the ritual is performed once a week before departure and for the Hajj pilgrims it is held for 7 meetings and the ritual is performed at Asmara Haji Palu and the Great Mosque of Palu (Source: Results of an interview with the President Director/Commissioner of PT. Menara Babussalam Citra Mandiri Palu, Mr. Hi. Mustamine Umar, Tuesday 04 February 2020).

PT. Menara Babussalam Citra Mandiri Palu provides every pilgrim with a guidebook for Hajj and Umrah rituals so that prospective Hajj and Umrah pilgrims can more easily understand the procedures and everything related to Hajj and Umrah, and can practice the rituals easily at home.

In the service of Hajj and Umrah rituals, prospective pilgrims make an introduction and when they have made an introduction to the congregation, it is highly expected not to hesitate to ask what has not been understood to the supervisor or mutawif of the rituals that have been provided by PT. The Babussalam Citra Mandiri Tower in Palu.

With the service program, PT. Menara Babussalam Citra Mandiri Palu focuses on customer needs by existing service commitments, by integrating all activities that will affect customers through service activities that focus on customer satisfaction.

In the results of interviews conducted with the congregation of PT. Menara Babussalam Citra Mandiri Palu revealed that the services provided by the company have been carried out quickly and politely, provide very clear and complete information, greatly facilitate the congregation in the ongoing administrative process, and are very responsive in providing the information needed by the congregation regarding products or other

matters. other related matters (Source: Interview with Rifka Novita Sari congregation, Monday 10 February 2020).

The friendly and happy role of serving the employees of PT. Menara Babussalam Citra Mandiri Palu to the congregation was also very helpful in simplifying the entire process from registration to collecting all the required documents effectively and efficiently so that it did not have to take a long time in the administrative process carried out by the congregation (Source: Results of interviews with Rosida Karim Yabu congregation, Tuesday 11 February 2020).

Transportation Service

In the Hajj and Umrah services, transportation is a mandatory service to be provided by PT. Menara Babussalam Citra Mandiri Palu for departure, when in the holy land, and return to the homeland. Undoubtedly the first sense of comfort felt by prospective pilgrims for Hajj and Umrah is when using the transportation that brings them to worship is smooth, comfortable, and clean. Transportation is the transportation of hajj and umrah pilgrims starting from the point of embarkation, while in Saudi Arabia, and returning to the place of embarkation from Indonesia. Transportation from Indonesia to Saudi Arabia by using air transportation because the distance between Indonesia and Saudi Arabia is very far and faster.

The flight fleet was selected by PT. The Babussalam Citra Mandiri Tower in Palu to serve the pilgrimage and Umrah pilgrims is Garuda Indonesia Airlines because of the friendliness of the flight attendants to the passengers, easy communication, and no transit.

The journey from Indonesia to Saudi Arabia takes quite a long time, which is approximately 11 hours. Therefore, the path is chosen by PT. Menara Babussalam Citra Mandiri Palu is a route with two kinds of domestic and international flights. Domestic flights start from Mutiara Sis Aljufri airport, pilgrims gather to depart together to Soekarno Hatta airport in Jakarta. After arriving at the airport, pilgrims remain at the airport waiting for an international flight to Jeddah.

The services and facilities provided when on the plane are very satisfying because they provide comfort and satisfaction for the congregation for 11 hours on the plane, namely with a TV that is in each seat, magazines provided for each pilgrim, blankets lent by female staff, and female attendants. serve from flight to landing (Source: Results of an interview with the congregation of Umar Abdul Hafid, Tuesday 11 February 2020).

After arriving at the destination either in Jeddah or directly landing in Medina, the next transportation provided by travel is a bus, to transport pilgrims to the hotel from the airport according to the PHU (Hajj and Umrah Organizer) travel program there is a program that lands in Jeddah and goes directly to Medina by bus (Source: Interview with Mrs. Hj. Rahmawati, S.Pd., Public Relations of PT. Menara Babussalam Citra Mandiri Palu, Wednesday 05 Feb 2020).

Preparation of the group of pilgrims who departed for Hajj and Umrah accompanied by a mentor or mutawif and a doctor was approximately 2 mutawif with 40 pilgrims on

each bus. Mutawif in charge of guiding and accompanying the pilgrims on each bus while in the holy land. For a large number of Umrah pilgrims, PT. Menara Babussalam Citra Mandiri Palu with the provision of two mutations serving full Umrah activities (tawaf, said and tahalul) and hotel management, luggage, and others, the ratio of one mutawif serving 20 pilgrims is an ideal number comparison. It has been planned for all Hajj and Umrah pilgrims to take the route Jakarta – Jeddah – Mecca – Medina – Jeddah – Jakarta according to the itinerary (Source: Interview with Mr. Hi. Mustamine Umar, President Director/Commissioner of PT. Menara Babussalam Citra Mandiri Palu, Tuesday 04 February 2020).

Next, the bus is used when pilgrims want to make a pilgrimage around the cities of Mecca and Medina, PT. Menara Babussalam Citra Mandiri Palu provides buses for a pilgrimage package around the cities of Medina and Mecca. Standard buses are used by government regulations, namely full air conditioning, clean, and with experienced drivers.

For transportation problems while in Saudi Arabia, PT. Menara Babussalam Citra Mandiri Palu cooperates with the providers who are there and the mukhasasahs who are responsible for handling other bus/land transportation. The journey starts from Jeddah's King Abdul Azis airport to the hotel in Medina to rest for a while before starting Hajj and Umrah activities. From Medina to Mecca, pilgrims are also transported by the same bus. Likewise from the holy city of Mecca to Jeddah for the repatriation of pilgrims to Indonesia.

During the pilgrimage and umrah all pilgrims at PT. Menara Babussalam Citra Mandiri Palu, in the holy land, getting guidance in making it easier to carry out all activities, especially in Mecca and Armina (Arofah, Mudzdalifa, and Mina) on the day of congregational tarwiyah cannot be separated from the services of the mentor team and mutawif PT. Menara Babussalam Citra Mandiri Palu, such as using the bus when leaving Medina to the transit house in Mecca or from the hotel in Mecca to the transit house and it can also be from the airport directly to the transit house according to the package program that has been chosen by the congregation.

Health services

The health check is one form of service provided by PT. The Babussalam Citra Mandiri Tower in Palu and is an agenda required by the Indonesian Ministry of Religion. This health check includes overall examination and administration of vaccines. From homeland, when there is already a medical check-up service provided by the travel agency, such as injection of meningitis, X-ray of organs, general health checks, and consultations for those who already suffer from diseases such as diabetes and others and how to deal with them so they don't recur or recur. during the Hajj and Umrah pilgrimages in the Holy Land.

In every Hajj and Umrah ritual before departure, there is a health session presented by a team of doctors for what is prepared and needed regarding health matters from departure to arriving back in the country. The requirement for doctors who serve pilgrims while in the holy land is that they are not allowed to perform Hajj and Umrah because they must focus their services only on sick pilgrims and doctors who must have experience in

handling Hajj and Umrah pilgrims. Travel administrators or hajj teams from travel bring 3 to 6 doctors as health services for pilgrims when something happens in the field (Source: Interview with Mr. Hi. Mustamine Umar, President Director/Commissioner of PT. Menara Babussalam Citra Mandiri Palu, Tuesday 04 February 2020).

Health services are inspections, care, and health maintenance of pilgrims for Hajj and Umrah (10). The difference in weather between Indonesia and Saudi Arabia has resulted in many pilgrims getting sick. Saudi Arabia is known to have very cold temperatures at night and hot during the day. If this is not anticipated by the Hajj and Umrah travel agency PT. The Babussalam Citra Mandiri Tower in Palu, so many Hajj and Umrah pilgrims are easily affected by diseases such as flu, cough, fever, and so on.

For that PT. Menara Babussalam Citra Mandiri Palu pays attention to the health of its worshipers by providing examinations and giving the Meningitis vaccine in the hope that the congregation can increase their immune system and be anticipated by disease while in the holy land so that they are more optimal in carrying out worship and taking pregnancy tests for prospective pilgrims. Hajj and Umrah for women of childbearing age (PUS), pregnancy tests for prospective pilgrims for Hajj and umrah for couples of childbearing age (PUS), if the woman is pregnant, the Meningitis vaccine should not be injected.

From the PT. The Babussalam Citra Mandiri Tower, Palu itself, when it was in the holy land to perform the pilgrimage, was given a doctor's and health nurse's companion. As for the Umrah worship, the institution will only supervise and when there are pilgrims who are sick they will be taken to the hospital in the holy land and when someone needs treatment, they will be cared for and guarded by the doctor on duty there.

Consumption Service

Food and beverage needs have been provided by the hotel where the pilgrims stay so that pilgrims do not have to bother anymore to think about consumption. The food is served in a buffet manner which has been cooked by the hotel's chefs with Indonesian dishes. Food served by buffet tends to be fresher or fresher and pilgrims just choose the food menus they like. Pilgrims get food rations 3 times a day, namely in the morning, afternoon, and evening in Saudi Arabia.

Food is served in a buffet manner to ensure the freshness of the dishes served to the congregation. To maintain the health of the congregation, the food menu served is in the form of chicken, meat, eggs, and various vegetables so that it can increase nutritional needs and can also provide additional energy for pilgrims so that they can properly carry out the entire series of Hajj and Umrah pilgrimages in the holy land. A successful and good caterer is one whose distribution rate is fast and the level of health is guaranteed, including the matter of nutritional content.

When performing Umrah, according to the travel program while on the flight from Jakarta to Jeddah, pilgrims get 2 large meals according to what has been provided by the airline. When they landed in Jeddah, the pilgrims have redistributed boxed rice, fruit, and juice boxes when they were on the bus heading to Medina.

Furthermore, as long as the pilgrims have been placed in the hotel by the existing Hajj and Umrah program, the pilgrims will get consumption services in the form of breakfast, lunch, afternoon, and evening buffets provided at the hotel according to the menu that the hotel has provided. To take food, you don't have to make long queues and fight because there are 3-4 locations for the buffet table prepared by the hotel. The food menu that is prepared is quite good for the standard size of a 5-star hotel, according to the tastes of the pilgrims from Indonesia.

For pilgrims, while in Arafah Mina, a buffet is provided at their respective maktab by Saudi pilgrims for breakfast, lunch, afternoon, and evening. Consumption services are provided again when in the Mecca hotel breakfast, lunch and dinner are provided. Boxes of rice and light consumption such as fruit, bread, and juice boxes were distributed when pilgrims wanted to make a pilgrimage around the city of Mecca and pilgrimage around the city of Medina (Source: Interview with Mr. Hi. Mustamine Umar, President Commissioner of PT. Menara Babussalam Citra Mandiri Palu, Tuesday 04 February 2020).

When in Jeddah the congregation stays overnight and the congregation is also provided with dinner, morning, and lunch. Afternoon, the congregation checks out to King Abdul Aziz airport and on the plane to their homeland, the congregation also gets two meals until they arrive in Jakarta.

Accommodation Service

Accommodation is one of the important service programs that must be considered in giving maximum satisfaction to pilgrims so that pilgrims for Hajj and Umrah get comfortable while in the holy land. PT. Menara Babussalam Citra Mandiri Palu has provided accommodation by the package program that the congregation has determined when registering prospective pilgrims for Hajj and Umrah (Source: Interview with Mr. Hi. Mustamine Umar, President Commissioner of PT. Menara Babussalam Citra Mandiri Palu, Tuesday 04 February 2020).

In this accommodation sector, the Hajj and Umrah travel agency PT. Menara Babussalam Citra Mandiri Palu provides four or five-star hotels according to the program taken by the congregation. In terms of choosing the hotel, it is based on subscriptions because it is not only during the Hajj who rents the hotel, but also when leaving for Umrah. The location of lodging for Hajj and Umrah pilgrims is close to the Grand Mosque so that pilgrims can maximize all their worship activities at the Grand Mosque so that they can pray five times a day in the congregation.

The location of the accommodation is very important for pilgrims and Umrah because it affects the routine and comfort in terms of carrying out the pilgrimage and Umrah both at the Grand Mosque in Mecca and at the Prophet's Mosque in Medina So that pilgrims can be closer to the Grand Mosque or the Prophet's Mosque and can save energy for worship.

The services and facilities provided by the hotel are very satisfying because they provide comfort and satisfaction for pilgrims by providing quite luxurious and very clean room services, with neatly arranged beds, tv facilities, refrigerator facilities, new towels for

each pilgrim, and a comfortable bathroom. complete with water heater (Source: Interview with Muhammad Irfan Ahmad Mufti congregation, Wednesday 12 February 2020).

PT. Menara Babussalam Citra Mandiri Palu tries as much as possible to provide lodging services from hotel rooms that have been provided to buffets that are provided directly as the best hotel service facilities for pilgrims during their stay at the hotel.

While in Medina and Mecca, the officer provides one room as a post for consultation for pilgrims and Umrah pilgrims if there is something needed by the congregation or there are difficulties that pilgrims experience, and the post is open 24 hours for pilgrims from the trip. And the company puts a sticker on the restaurant as an announcement that pilgrims eat at that place so that pilgrims don't eat at other people's places because the conditions in the field during Hajj and Umrah are extraordinary (Source: Interview with Mr. Hi. Muhammad Ishaq, SE., Director PT. Menara Babussalam Citra Mandiri Palu, Monday 03 February 2020).

Analysis of Supporting and Inhibiting Factors for Hajj and Umrah Services at PT. Menara Babussalam Citra Mandiri Palu

Supporting factors in Hajj and Umrah services at PT. Menara Babussalam Citra Mandiri Palu, according to the results of an interview with Drs. H. Abdul Latif Public Relations at PT. Menara Babussalam Citra Mandiri Palu, Friday 07 February 2020, are as follows: 1) Registration for Hajj and Umrah can be done at any time, either directly to the office or by fax/phone. 2) Employees are friendly to the congregation. 3) Make it easier for pilgrims who register. 4) Get a lot of pilgrims. 5) Obtaining official permission from the central government through the Ministry of Religion. 6) The company's operating license is valid for life. 7) Using Garuda Indonesia Airlines flights that have been tested for safety. 8) The aircraft does not make a transit. 9) Flight attendants are friendly to passengers. 10) The buses used are still very usable. 11) Cooperating with reputable providers, hotel managers, food managers. 12) There are doctors and nurses. 13) Medicines are available for pilgrims. 14) Accompanying pilgrims from departure to return. 15) All congregational complaints about health can be fulfilled. 16) The sense of empathy for the companion officers to the pilgrims while undergoing the Hajj and Umrah pilgrimages in the holy land is very high. 17) Types of Indonesian cuisine. 18) Served as a buffet. 19) Food hygiene is guaranteed. 20) four or five-star hotels. 21) Location near the Grand Mosque. 22) Pilgrims can pray in congregation at the Grand Mosque.

The inhibiting factor for hajj and umrah services at PT. Menara Babussalam Citra Mandiri Palu, according to the results of an interview with Drs. H. Abdul Latif Public Relations at PT. Menara Babussalam Citra Mandiri Palu, Friday 07 February 2020, are as follows: 1) Not opening branches in the Central Sulawesi Province. 2) Email usage is still limited. 3) The number of emerging competitors (hajj and umrah travel agencies) both official and unofficial. 4) Pilgrims are increasingly selective in choosing and deciding to use a travel agency for Hajj and Umrah travel. 5) Business continuity affected by the coronavirus pandemic or covid 19. 6) Sometimes there are flight delays due to unfavorable

weather. 7) Sometimes there is a delay in the mode of transportation. 8) Sometimes planes experience delays due to engine problems. 9) Sometimes the bus experiences disturbances during use, such as punctured tires and the air conditioner does not work. 10) The doctor does not accompany the maximum. 11) There is no accompanying doctor for Umrah worship. 12) The amount of medicine sometimes does not match the needs of the congregation. 13) The supply of medicines is depleted. 14) The quantity of food is not by the wishes of the congregation. 15) Pilgrims choose another restaurant. 16) Congregational complaints about the food served. The bedroom does not match the expectations of the congregation. 17) Facilities in the bedroom are inadequate (AC is off). 18) The hotel room is full. 19) The number of pilgrims is so large that the hotel cannot accommodate them.

CONCLUSIONS

This study concludes that the Hajj and Umrah services at PT. Menara Babussalam Citra Mandiri Palu administratively has been maximal enough for the congregation by facilitating professionally both in the country such as politeness, tidiness, and professionalism of employees serving prospective pilgrims when they are just about to register themselves or when in the holy land and are able and able to work well with other parties. parties who support the departure of Hajj and Umrah such as accommodation in a place that is considered adequate, the accommodation facilities are four and five stars which have been equipped with Indonesian specialties, because of the PT. Menara Babussalam Citra Mandiri Palu saw the existing situation and conditions. Furthermore, factors that support services to pilgrims are the facilities provided to pilgrims such as the types of four and five-star hotels, planes that do not make transit, the presence of doctors who accompany pilgrims to provide medicines. While the inhibiting factors are complaints from pilgrims regarding the food menu provided by the hotel and sometimes flight delays due to unfavorable weather for flying.

SUGGESTION

Recommendations are suggestions to maintain the quality of service that has been considered good for the congregation to maintain trust, comfort, and satisfaction in terms of services owned by PT. The Babussalam Citra Mandiri Tower in Palu. And evaluate service programs with the aim that the services provided in the future will be able to provide comfort and satisfaction for pilgrims so that they can instill trust and a good image for the company.

REFERENCE

1. Rochimi A. Everything About Hajj And Umrah. Jakarta PT Gelora Aksara Pratama. 2010;
2. Saputra AR. Motives and Social Meanings of Hajj at the Darussalam Mosque Congregation in Wisma Tropodo Waru Sidoarjo Housing. Kodifikasia. 2016;10(1):144165.

3. Muchsin M. Analysis of the Relationship between the Number of Pilgrims, Gross Regional Domestic Product and Average Per capita Expenditure in Aceh Province. UIN Ar-Raniry; 2019.
4. Saleh AC. The implementation of the reform era hajj: internal analysis of the Ministry of Religion's public policy. Pustaka Alvabet; 2008.
5. IHSANI F. IMPLEMENTATION OF LAW OF THE REPUBLIC OF INDONESIA NUMBER 13 OF 2008 CONCERNING THE ORGANIZATION OF HAJJ WORSHIP IN THE OFFICE OF THE MINISTRY OF RELIGION OF TULUNGAGUNG REGENCY AND TRENGGALEK REGENCY. IAIN Tulungagung; 2018.
6. Kifli D. Management of services for pilgrims and Umrah PT Patuna Tour and Travel. 2010;
7. Nathanson AI, Cantor J. Reducing the aggression-promoting effect of violent cartoons by increasing children's fictional involvement with the victim: A study of active mediation. J Broadcast Electron Media. 2000;44(1):125-42.
8. Purwati H, Nugroho AA. Analysis of students' mathematical communication skills in solving problems in linear programming courses. JIPMat. 2016;1(2).
9. NUHA MU. Services for Hajj Guidance Groups from the Fiqh Mu'amalah Perspective and Law No. 13 of 2008 concerning the Implementation of Hajj (Case Study of KBIH Rohmatul Ummat and KBIH Ta'awun). 2017;
10. FITRI FA. MANAGEMENT OF HEALTH SERVICES OF THE HAJJ CONGREGATIONS AT THE HEALTH OFFICE OF PURBALINGGA REGENCY IN 2018. IAIN; 2019.