

Evaluation of Quality Services at PT. Hajar Aswad Mubaroq

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Abstract

This study aims to determine the quality of services provided by PT. Hajar Aswad Mubaroq to the congregation; to find out the obstacles faced in the implementation of Umrah plus Turkish worship, and to evaluate the services provided by the bureau to the pilgrims. Using qualitative research methods with descriptive analysis techniques. The main data were obtained through interviews with employees and the study of related documents. It was concluded that PT. Hajar Aswad Mubaroq has done a good service to the congregation from departure to return home. So that the results of the evaluation of the services of PT. Hajar Aswad Mubaroq was very satisfying for the congregation. Obstacles faced when carrying out Umrah and tours in Turkey, sick pilgrims, lost pilgrims and late pilgrims and elderly pilgrims.

Abstrak

Artikel ini bertujuan untuk mengetahui kualitas pelayanan yang diberikan oleh PT. Hajar Aswad Mubaroq kepada jemaah; untuk mengetahui kendala-kendala yang dihadapi dalam pelaksanaan ibadah umroh plus turki, serta mengevaluasi pelayanan yang diberikan biro kepada jemaah haji. Menggunakan metode penelitian kualitatif dengan teknik analisis deskriptif. Data utama diperoleh melalui wawancara dengan karyawan dan studi dokumen terkait. Disimpulkan bahwa PT. Hajar Aswad Mubaroq telah melakukan pelayanan yang baik kepada jemaah dari pemberangkatan hingga kepulangan. Sehingga hasil evaluasi pelayanan PT. Hajar Aswad Mubaroq sangat memuaskan jemaah. Kendala yang dihadapi saat melaksanakan umroh dan wisata di Turki, jemaah yang sakit, jemaah yang hilang dan jemaah yang terlambat dan jemaah yang sudah lanjut usia.

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Introduction

In this modern era, every company is required to continue to improve services optimally to prospective pilgrims. Given the importance of quality in serving pilgrims in a company, both private and public, this will affect the interest of prospective pilgrims who will use the company. None other than the bureau or company engaged in services with the task of assisting the community in performing the pilgrimage and Umrah.

The existence of a hajj and umrah bureau in serving pilgrims who will perform the hajj and umrah pilgrimage is a very big task, hajj and umrah travel that has good service and has attractive facilities that will be chosen by the community. This will be a competition with other Hajj and Umrah bureaus, an increasingly attractive competition in providing services to customers or pilgrims. And of course, there are lots of good and attractive offers that have their own charm that the company gives to the public in order to maintain the superiority of the good name and trust of the prospective pilgrims to the company. Therefore, good service will give a good impression, on the other hand, if the service is not good, it will also give a bad impression in the company.

PT. Hajar Aswad Mubaroq, a bureau that has tried to serve pilgrims in carrying out a series of Umrah worship as well as possible with the aim of providing comfort to pilgrims performing Umrah. PT Hajar Aswad Mubaroq has several Umrah programs offered to pilgrims, one of which is Umrah Plus Turkiye. Umrah worship is the worship that is most often performed by the community with details of a cheaper price than the cost of the pilgrimage, so that with the Umrah plus Turkey program, the community is in great demand in addition to making it easier for pilgrims to worship and visit the Baitullah, pilgrims can also take religious tours to witness firsthand. history and glory of Islam through destinations in Turkey.

Performing Umrah and visiting Turkey first requires an extra service from the usual Umrah service. To determine the success rate of PT. After the Hajar Aswad Mubaroq has been implemented, it is necessary to evaluate the Umrah plus Turkish travel services. This becomes important in the management of Umrah plus Turkey services because it will be used as a measure of improvement for decision makers. In evaluating the journey of Umrah plus Turkey, this research aims to improve the quality of existing services and understand what the community or congregation really wants.

In this case, what we will evaluate in the service is based on the existing services in PT. Hajar Aswad Mubaroq, namely the ability to provide good service, both the response and accuracy of the bureau in serving the congregation and assisting each congregation's request quickly, guarantees in the form of a congregation's trust, physical evidence in the form of services and facilities provided by the congregation, empathy given to the congregation sincerely that has been given to the congregation who use this bureau.

Research Methods

The type of approach used in this scientific journal the author uses qualitative research methods with descriptive analysis techniques. Collecting data through interviews and observations at PT. Hajar Aswad Mubaroq. The data collected comes from the activities of

Umrah plus Turkey worship activities from PT. Hajar Aswad Mubaroq in 2017 to 2019. The research subjects were 19 people (6 women and 13 men) employees of PT. Hajar Aswad Mubaroq on Jl. Ahmad Yani No. 278 E Manahan Banjarsari Surakarta.

Result and Discussion

History of PT. Hajar Aswad Mubaroq

The establishment of PT Hajar Aswad Mubaroq Surakarta on October 17, 2012. PT. Hajar Aswad Mubaroq Surakarta is a travel agency for Umrah, special Hajj and halal tours based on the Surakarta Residency. As of December 2019, Hajar Aswad has dispatched more than 9,000 Umrah pilgrims to the holy land, which has been led by Mrs. Retno Anugrah Andriyani. PT. Hajar Aswad has been committed to always providing the best service to every pilgrim who always accompanies and provides guidance to the congregation from departure to return to their homeland. (Source: Company profile document of Hajar Aswad Mubaroq)

The beginning of the establishment of this bureau was when Mrs. Retno Anugrah Andriyani who now serves as the main director of PT. Hajar Aswad Mubaroq, went to perform Umrah with his family and received less than optimal service from one of the bureaus he used. This is one of the reasons for establishing a bureau that has maximum service to the congregation. The name of the bureau is taken from a stone that is believed to have come from heaven, namely Hajar Aswad and added the word Mubaroq which means beautiful or good. When combined, it means that the whole of heaven is beautiful or heaven is good. Therefore, this agency can be a pioneer for Umrah travel agencies that provide good service, both to pilgrims and prospective pilgrims.

Another reason that the name was chosen was when Retno Anugrah Andriyani's mother as the pioneer kissed this Black Stone at the Kaaba, and at that time many worshipers had the desire to be able to kiss, rub or touch the Black Stone. Thus, this bureau was formed under the name Hajar Aswad with the same goal, namely prospective pilgrims who would come to it in the sense of using this bureau to travel for Hajj and Umrah. The Hajar Aswad Bureau is located at Jl. Ahmad Yani No. 278 E Rt. 01 Rw. 02, Manahan Village, Banjarsari District, Central Java. (Source: interview with Nurwila Setiaji, 31 May 2021)

PT. Hajar Aswad Mubaroq stands on land which has a land area of 100 M2 with a two-story building area of 200 M2. PT. Hajar Aswad Mubaroq already has a PPIU Umrah Permit Number: 945. In 2016, he has opened several branches in Indonesia, namely Semarang, Riau, Jakarta, South Tangerang, Yogyakarta and based in Surakarta City. Hajar Aswad always strives to improve guidance services that are a journey of worship for the comfort of pilgrims in the

holy land. For this motivation, Hajar Aswad is determined to continue to maximize in improving quality, service quality, assistance, and guidance with sincerity solely to gain the pleasure of Allah SWT.

Vision-Mission PT. Hajar Aswad Mubaroq

PT. Hajar Aswad Mubaroq Surakarta has a vision and mission, including (a). Vision, helping Muslims to get Hajj and Umrah travel services, special Hajj and halal tours that are comfortable, safe, trustworthy at competitive prices or excel in competition; (b). Mission, cultivating a sense of kinship and sustainable friendship in the congregation, both before leaving, during the equivalent worship after returning home.

Turkiye Umrah Program

Turkish Umrah is carried out for 13 days using a Turkish aircraft, for facilities using 4-star hotel accommodations.

Table 1. Umrah Plus Turkiye Packages

No	Package Includes Umrah Plus Turkey	Package Exclude Umrah Plus Turkey
1	Turkish Airlines Economy Class Ticket from Jakarta	Excess baggage fees
2	International baggage 30 kg, cabin 4 kg	Personal expenses (laundry, phone calls, minibars, extra baggage, ect)
3	Jakarta Airport Handling (departure)	PCR test \$32/ pax (MANDATORY WHEN RETURNING)
4	Four Star Hotel Accommodation	Other costs not listed in the package
5	Eat at Turkiye according to the main itinerary + 2 bottles of mineral water per person/day	Guide tips \$5 per day/package
6	Private bus transportation in Turkiye	
7	Indonesian local guide	
8	Bosphorus Cruise	
9	Turkey e-visa	
10	tripping	

Table 2. Prices for the Umrah Plus Turkiye Packages

TURKEY	MADINAH	MAKKAH	PRICE
*4 Clarion Golden Horn	*4 Dar el Aiman Taibah	*4 Le Meredien	Rp. 33,500,000

Implementation of the Umrah Plus Turkiye Worship Service

In this discussion the author will explain about how the service process provided by PT. Hajar Aswad Mubaroq in the umrah plus turkey trip program. Based on the interviews we got from M. Nur Wila Setiaji as the public relations department, Ali Rosidi as the marketing department, and Digna Yuliansari as the manifest department of PT. Hajar Aswad Mubaroq,

Umrah plus Turkey services start from the registration stage, distribution of equipment, administrative completeness, ritual guidance, services in departure to services in Turkey.

a. Registration Procedure

From the results of interviews with M. Nur Wila as the public relations department of PT. Hajar Aswad he explained that “prospective pilgrims who want to register can go directly to the PT. Hajar Aswad whose address is at Jl. Ahmad Yani No. 278 E Manahan Banjarsari Surakarta. Then pilgrims will be directed to employees because there is usually a screening, and those who are over the age of 50 years will be directed to choose regular Umrah and use a lion plane that departs from Solo-Madinah, for young pilgrims they may choose the Umrah plus Turkiye program. After discussing the congregation can provide an initial down payment of Rp. 5,000,000 for the Umrah program and all advances are the same, but it is also possible if you want to give a down payment of 3.5 million. Usually, after completing the registration, the congregation will be given information regarding the guidance of rituals, departures, and trips in Turkey as well as the implementation of Umrah until they return to their homeland.

b. Equipment Sharing

When the congregation has registered at the office and paid an advance of Rp. 5,000,000, then the congregation will be given equipment that has been provided by PT. Hajar Aswad, the equipment includes suitcases, bags, batik clothes, ihram cloth (for men), headscarves (for women), Umrah worship guidebooks and so on.

c. Administrative Requirements

After the congregation carries out the registration procedure and the distribution of equipment, the congregation will be asked to complete the administrative requirements of the congregation in order to collect data on PT. Hajar Aswad pilgrims need to complete administrative data in the form of a photocopy of KK, photocopy of ID card, Marriage Book, Birth Certificate and Diploma and 5 pieces of 3x4 and 4x6 Photocards.

d. Manasik Guidance

Manasik guidance given by PT. Hajar Aswad to the congregation will usually be given a few days before the departure of Umrah. Umrah guidance is divided into three stages, (1) pilgrims are given an understanding of the theory regarding the implementation of the Umrah worship, (2) Pilgrims practice is carried out at the Hajj Embarkation, Donohudan, Boyolali, (3) then the last stage is the stabilization stage. At this stage, the bureau explains to the pilgrims the itinerary and schedule in Turkiye.

e. Departure Service up to Turkiye

Departure and return handling services are also free. When the congregation has arrived at Turkey's international airport, the congregation will be picked up by a bus that has collaborated with PT. Hajar Aswad to take the pilgrims to the hotel. The next day the congregation will take a tour to several destinations in the city of Turkey with a mentor and tour leader PT. Hajar Aswad, usually will be invited to historical places in Turkey such as Blue Mosque, Hagia Sophia, Great Mosque (Ulucamii), Fort Constantinople, Bosphorus Bridge, Topkapi Pallace, Grand Bazaar.

f. Service Arrived in the Homeland

After the Umrah service has been carried out, the congregation will be escorted to the international airport of Amir Ahmad bin Abdul Aziz for the pilgrims to return to their homeland. For the management of the congregation's luggage, the handling team has handled it so that the congregation does not worry about the pilgrims' belongings. After arriving in the homeland, the congregation will be provided with equipment and facilities such as 5 liters of Zam-zam water.

g. Turkiye Wisata Tourist Destinations

PT. Hajar Aswad Mubaroq offers pilgrims several tourist destinations including:

1) Blue Mosque (Blue Mosque)

The Blue Mosque is a silent witness to the history of the Ottoman Empire that once stood in Turkey. This mosque was built in 1609-1616, the purpose of this mosque was to establish the power of the ottoman empire. There are five domes, six minarets and eight secondary domes. In addition to worship, this mosque is also opened as a tourist visit.

2) Hagia Sophia

Hagia Sophia is a place of worship in Istanbul, the Republic of Turkiye. However, before being used as a place of worship for Muslims, Hagia Sophia was previously used as a tourist place (museum) and also a place of worship for various Christians.

3) Great Mosque

The ulucamii mosque is located in Bursa, Turkiye. This mosque is a mosque that stands majestically with two towering high towers and plus 20 domes arranged in four rows of five and supported by 12 columns. Ulu Cami'i Mosque is equipped with quite interesting interior features and among them there is a large ablution fountain under a glass dome. With these interesting features, it can be used as a photo object for tourists.

4) Constantinople Fortress

Formerly this fort was in the capital of the Byzantine Empire. This fort was conquered by Mehmed bin Murad II (Muhammad Al Fatih) and now changed its name to Istanbul, with a strong and sturdy architecture. And this fort has become one of the attractions for tourists who want to visit the fort.

5) Bosphorus Bridge

The Bosphorus Bridge was the first bridge built across the Bosphorus. This bridge was built in 1970 and opened to the public in 1973, or 50 years after the proclamation of Turkey. The Bosphorus Bridge is 1,510 meters long. This bridge is very important because the European region is a business center and Asia is mostly for residential residents. We can only enjoy the view of the Bosphorus Strait in a vehicle because we are not allowed to stop on this bridge.

6) Topkapi Palace

Topkapi is an interesting tourist destination to visit, because here we can see directly the stick of Prophet Musa As and some relics of the Prophet Muhammad, besides that Topkapi is located on a hill so that tourists can also see the beautiful view of the Bosphorus strait and the Sea of Marmara, and its location not so far from Hagia Sophia and Blue Mosque.

7) Grand Bazaar

When the congregation is at the Grand Bazaar, the congregation is given the opportunity to shop for \pm 1 hour and the congregation can shop according to the wishes of the congregation. After finishing the congregation gathered in one of the places that had been determined by the tour leader.

Table 3. Schedule itinerary for Umrah Plus Turkiye 2018 trips

SOLO - JAKARTA – ISTANBUL WEDNESDAY APRIL 18, 2018

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|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DAY 1 | <ul style="list-style-type: none"> • Gather at Adi Soemarmo Solo Airport at 09.00 • Take off at 11.00 WIB • Arriving at Soekarno Hatta airport , the congregation went straight to the lounge • 21.00 Take off to Turkiye |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

ISTANBUL, THURSDAY APRIL 19, 2018

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|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DAY 2 | <ul style="list-style-type: none"> • At 05.00 landing at Ataturk Turkiye airport, after the immigration process was completed, the group met with an Indonesian-speaking Local Tour Guide and had breakfast at the Indonesian Restaurant for breakfast. • After breakfast, start the tour in Istanbul, among which will be visited; Topkapi Palace, Hagia Sophia, Blue Mosque (Photo Stop), Hippdorome Square. • Check in Hotel and Overnight in Istanbul. |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

ISTANBUL, FRIDAY APRIL 20, 2018

DAY 3	<ul style="list-style-type: none"> • After breakfast at the hotel head to Bursa City via Osmangazi Bridge and on arrival in Bursa we visit the Grand Mosque, the Green Mosque and the Tomb of Sultan Mehmed I. Once we stop by the Silk Market, we can try some typical Turkiye souvenirs at the Turkish delight shop. Then back to Istanbul. At the same time see the view of the city of Istanbul from the top of the Camlica hill. • Back Hotel overnight in Istanbul.
ISTANBUL, SATURDAY APRIL 21, 2018	
DAY 4	<ul style="list-style-type: none"> • After breakfast at the hotel, start the tour in Istanbul, starting with a Fashion show at the famous Leather Outlet in Turkiye, we will see typical leather products from Turkiye which are exported to European countries. Then we visit the Tomb of Abu Eyub Al-Ansori. After that to the Tulip flower garden, then we sail on the Bosphorus Strait. Followed by shopping at the Grand Bazaar. • Back Hotel overnight in Istanbul.
ISTANBUL – MADINA, SUNDAY APRIL 22, 2018	
DAY 5	<ul style="list-style-type: none"> • After breakfast at hotel, transfer to Ataturk Airport for flight preparation. • Take Off to Medina at 11.45 Turkiye • Landing in Medina 15.15 WAS (until here) • Pray 5 times at the Prophet's Mosque • After dinner, visit the Prophet's Mosque, Roudhah and visit the tomb of the Prophet Muhammad. Entering Raudhah for women is only divided into 3 times: 07.00-10.00; 13.00-15.00 ; 21.00-23.00
MADINA, MONDAY APRIL 23, 2018	
DAY 6	<ul style="list-style-type: none"> • After breakfast the congregation gathers in the lobby at 7.30 to prepare for the City tour of the city of Medina. • City tour of the city of Medina, among those visited : • Quba Mosque (Congregants are expected to have performed ablution from the hotel and not canceled until they arrive at the Quba mosque and pray sunnah to get the reward for Umrah), date palm plantations, Jabal Uhud, (passing) Qiblatain Mosque, Khandak Mosque • Pray 5 times and multiply prayers and other worship at the Prophet's Mosque
MADINA, WEDNESDAY APRIL 24, 2018	
DAY 7	<ul style="list-style-type: none"> • Fajr prayer in congregation at the Prophet's Mosque • Increase worship, shalawat and iktikaf at the Prophet's Mosque • Visit historical places around the Prophet's Mosque (conditional) • Packing suitcase and getting ready to check out the next day • Tausiyah event and Umrah preparation briefing (conditional)
MADINA – MAKKAH, THURSDAY APRIL 25, 2018	
DAY 8	<ul style="list-style-type: none"> • Fajr prayer at the Prophet's mosque • At 9.00 the luggage is collected in front of the elevator according to each floor • Preparation for Umrah: Cutting nails, shaving the mustache, armpit hair, and pubic hair, taking a big bath, wearing Ihram clothes. • At 10.00 am, prepare to perform Friday Prayers at Masji Nabawai (try to leave the hotel as early as possible, in order to get the front row in the congregation for Friday prayers. • Friday prayers at the Prophet's mosque, followed by lunch, check out the hotel and leave for Mecca. • The trip stops at the Dzul Hulaifah <i>Bir Ali</i> Mosque to take miqot, ablution and the sunnah prayer of the tahiyatul journey. The intention of umrah in the vehicle / bus (sunnah) before continuing the journey to Makkah. Expand reading talbiyah, dhikr and keep the prohibition of ihrom • After arriving in Makkah, distribution of rooms and meals dinner • Maghrib and Isha prayers at the <i>'ta'khir congregation</i> at the Grand Mosque in Mecca • Umrah Program: Thawaf, sunnah prayers ba'da Thawaf, Sa'i and Tahalul at the Grand Mosque

	<ul style="list-style-type: none"> • After finishing back to the hotel to rest
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MAKKAH, FRIDAY APRIL 26, 2018

DAY 9	<ul style="list-style-type: none"> • Fajr prayer in congregation at the Al-Haram mosque, followed by breakfast • Preparation for Friday Prayers at the Grand Mosque. In order to get the front seat in the Grand Mosque • Praying 5 times at Masjid Al-Haram, praying at Masjidil Haram will get a reward of 100,000 compared to praying elsewhere. Every day Allah SWT sends down 120 of His mercy in the Grand Mosque: 60 for those who are tawaf, 40 for those who pray, 20 for those who see.
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MAKKAH, SATURDAY APRIL 27, 2018

DAY 10	<ul style="list-style-type: none"> • Fajr prayer in congregation at the Al-Haram mosque, followed by breakfast • City tour of the city of Makkah, among those visited: • Jabal Nur, Padang Arafah, Jabal Rahmah, (passing) Muzdalifah, Mina and to pray at Ji'ronah (for those who want the 2nd Umrah, take the Umrah Intention)
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MAKKAH, SUNDAY APRIL 28, 2018

DAY 11	<ul style="list-style-type: none"> • At 2.00 gather in the lobby to carry out Tawaf Wada' • Fajr prayer in congregation at the Grand Mosque, followed by breakfast • At 9.00 the suitcases have been collected in front of the elevator according to their respective floors • 10.30 Check out Mecca hotel • The dhuhur prayer in jama' with 'Asr is performed in Jeddah. The trip to Jeddah with the bus, in syaa God ushered into the center of the shopping Ballad / Cornish, continuing the trip to Airport King Abdul Aziz • Check in Jeddah airport at 13.00 • Take off to Istanbul at 16.40 WAS • Landing in Istanbul at 8:35 pm Turkiye
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ISTANBUL – JAKARTA, MONDAY APRIL 29, 2018

DAY 12	<ul style="list-style-type: none"> • Take off to Jakarta at 02.15 Turkiye Time • Landing in Jakarta at 18.00. After that, the congregation took a rest to the hotel around the airport to rest before the next day to fly to solo
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JAKARTA – SOLO, THURSDAY, APRIL 2018

DAY 13	<ul style="list-style-type: none"> • Take off to Solo at 9.00 WIB • Landing in Solo, pilgrims are picked up by their respective families
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**NB: Schedule can change at any time*

Analysis of Research Results

From the results of interviews and findings and observations in the study, in the previous discussion the researcher can conclude that the services in the umrah plus turkiye program at PT. The best Hajar Aswad Mubaroq, reliability, responsiveness, assurance, physical evidence, and empathy in providing services. This is in accordance with the theory that has been put forward by Ali Rosidi as the marketing department. Here the author will analyze every dimension that exists in PT. Hajar Aswad Mubaroq.

1. Reliability Analysis

Reliability is an ability that the company has in serving the pilgrims from start to finish without any problems. Based on the notes obtained from the observations, this paper concluded that the quality of service in PT. Hajar Aswad there are several indicators including:

a. Services in completing administration

Services in completing the administration are very concerned by PT. Hajar Aswad and trying to provide the best possible service to the congregation in the process of completing the requirements, for example in the matter of making passports, the congregation does not understand the biometric recording process and does not know the location of the meningitis injection, the bureau will deliver the congregation or assist the congregation in completing the administrative equipment .

b. Information service

In providing information to the congregation PT. Hajar Aswad created a whatsapp group consisting of mentors and teams so that pilgrims don't miss information about Umrah. However, apart from WhatsApp, the Hajar Aswad bureau also disseminates this information through other social media such as Facebook and Instagram. Starting from information about registration, guidance for rituals, implementation of Umrah plus Turkish guidance to returning to their homeland.

c. Courteous service and guidance

In the mentoring, PT. Hajar Aswad provides services that are polite, kind, and alert to help in the implementation of the Umrah worship as much as possible. We can see this when carrying out ritual guidance by bringing in ustadz who are experienced in Umrah worship. Thus, prospective pilgrims do not need to be afraid and worried about their services and guidance because the services will be provided to the maximum extent possible to achieve solemnity and get prosperity for all Umrah pilgrims. However, sometimes it doesn't work optimally because of the lack of knowledge from the congregation, so the bureau needs to provide simulations starting from wearing ihram clothes to the last thing, namely the implementation of tahallul.

d. Implementation of Umrah in accordance with the planned program

In this activity, the bureau explained the implementation of umrah plus turkiye and the activities that would be carried out on the trip, then also explained about the activities that were allowed to be carried out and which were not (forbidden) to be carried out. During the Umrah pilgrimage, in detail when the congregation carries out ritual activities, it is easier for the congregation to understand and be able to cooperate with the supervisor during the Umrah plus Turkey service. (Nanu, 2020)

2. Responsiveness analysis

The Hajar Aswad team responded well in helping the congregation, the travel agency has also given a good impression to the congregation. From the explanation given

by Ali Rosidi as the marketing department, that readiness in responding to pilgrims has given a good impression to the congregation, this can be seen from the readiness of travel in delivering pilgrims who want to make passports, extending passports and making yellow books and providing directions when pilgrims experience difficulty. Readiness and responsiveness are not only in the process before departure and during the implementation of Umrah, at the time of implementation in Turkey sometimes there are complaints raised by pilgrims, but the tour leader will immediately provide handling in these problems and try to make pilgrims feel cared for by the travel and congregation always feel comfortable.

3. Guarantee analysis

Based on the results of interviews with Muhammad Nurwila Setiaji as the public relations department of PT. Hajar Aswad it can be concluded that in providing guarantees to the pilgrims the travel party has given the best possible trust even though there are some disappointments from the congregation's family. Guarantees provided by PT. Hajar Aswad Covers CIU and Zurich Guarantees. CIU (Citra International Underwriters) is an insurance that serves to answer the needs in terms of risk control, protection, protection, security, guarantee, trust and hope in the future.

4. Physical Evidence Analysis

The ability of a company to show its existence to the congregation, such as the facilities provided to the congregation, the equipment used and the attractive appearance of employees.

5. Empathy Analysis

Giving sincere attention in the form of realizing the wishes of the congregation, and it is also expected that the company understands the congregation and understands specific needs, or has a comfortable operating time for the congregation.

There are several constraining factors that occur in the:

1. The implementation of the Umrah pilgrimage includes:

a. Separate Congregation

When pilgrims perform Umrah in Mecca and Medina, pilgrims are often separated from the group due to various reasons such as elderly pilgrims, many pilgrims performing Umrah and so on.

b. Food Factor

Pilgrims after arriving there will usually experience drops such as chapped lips, canker sores, decreased body temperature, heat. This often happens and the tour leader also often feels, but must still be forced to eat, even though eating when conditions like

that are not good. Usually many pilgrims do not want to eat either. And ultimately will affect the health of the body in the congregation.

c. Weather

In the city of Mecca or Medina, the weather is different from that in Indonesia. With the high air temperature, sometimes the worshipers can't stand the weather, feel uncomfortable and some of the pilgrims experience pain so that their immune system weakens and their health is affected.

2. Obstacles Faced by Turkiye

a. Food Factor

Turkish cuisine is a food inherited from the Ottomans, which is described as a fusion of Central Asian food, Middle Eastern cuisine, and Balkan cuisine. The Ottomans mixed a variety of cuisines from their Turkish neighbors, including western European cuisine. The name of typical Turkish cuisine is usually named after the city or region of origin where the cuisine is. From the name of the place of origin, we can find out how to cook and use typical ingredients from the area.

Indonesians are Asian while in Turkey it is semi-European and Indonesians themselves have rice when they eat, while Turkish food is mostly bread, cheese, soda, pastley, rice, and fruit. However, the bureau still provides rice meals three times a day, breakfast at the hotel with European menus such as bread, fruit, eggs and others. For lunch at a restaurant that smells of the archipelago.

This is the main obstacle because Indonesia is already used to the foods of the archipelago. The food factor is also very important because it will affect the health of the pilgrims. As an example of the case of the congregation in Turkey, the congregation did not want to eat because the typical Turkish food was not the taste of the congregation's food and did not suit the Indonesian tongue. Turkish cuisine also rarely uses flavoring in every dish and almost never uses flavoring. They often use pepper, salt, and olive oil in their cooking.

Then, when the return trip from Istanbul to Jakarta with a relatively long and long travel time. After landing in Jakarta, the pilgrims had to be hospitalized for 3 days and 2 nights before continuing their journey.

Those who handle pilgrims at the hospital are the travel parties who stay in Jakarta, then the tour leader takes care of and serves healthy pilgrims. Because hotel check-in cannot be represented, and it is not as easy as check-in for two people. As a tour leader, you have to check-in the pilgrims and deliver the pilgrims to their respective

rooms and make sure the suitcases are safe. when they return home, their baggage automatically increases, sometimes the problem is that the pilgrims' luggage is not given a full name, as a tour leader must also make sure that the luggage or bag carried by the belgo is safe until it is in the hands of the congregation. After finishing business at the hotel, the tour leader will return to the hospital and calm the sick family. Usually the family of the congregation often worries about hospital fees or unexpected costs like this. Hospital fees will usually be handled by the bureau first if the family at home cannot transfer. If the condition of the pilgrims is allowed to continue the journey together with other pilgrims, but if the hospital does not allow them to travel, the pilgrims must bead rest in the hospital and will be treated for several days with care carried out by representatives of the bureau, and the tour leader will take care of the pilgrims' tickets. sick to cancel his flight.

b. The Walking Factor

The custom of Indonesia is that people rarely walk. However, unlike the Turkiye people, they are used to walking and there are very few motorbike users. Because Indonesia has extreme weather, Indonesian people are lazy to walk, but this does not apply to Europeans and they prefer to walk because Europe has low temperatures. In Europe even though our bodies sweat but the body remains dry. Meanwhile, Indonesia has high air humidity, so the body becomes more sticky.

In addition, the sidewalks in Europe are indeed more comfortable and beautiful. Big and tall trees also filled the sidewalks, and original and beautiful buildings added to beautify the scenery. In Indonesia, there are very few roads equipped with proper sidewalks. Moreover, coupled with the presence of a lot of vehicle pollution. In addition, Indonesians are generally lazy people, many of whom spend their free time lying down, watching cell phones without producing anything productive.

c. Weather Factor

In general, Europe has six seasons, namely spring (spring), summer (summer), autumn (fall), and winter (winter). Spring occurs in March, April, and May. In this season the weather tends to be warm but it often rains. Usually Christians celebrate Easter in this month. Summer occurs in June, July, August, this month the weather tends to be warm and even hot. Autuman (weather) occurs in September, October and November. In this month the days are short, getting colder, and the leaves are falling. Halloween is celebrated this season. Winter occurs in December, January, and

February. In this month the days are colder and it often snows. For Christians celebrate Christmas in this season.

During the Umrah plus Turkey pilgrimage in March 2018, there was an example of a case from the Pontianak congregation there were elderly women pilgrims when they left the hotel, the tour leader had warned that the trip on that day would be a lot of walking, the tourist destinations to be visited were between other things are Topkapi, Blue Mosque, Hagia Sophia and it has to walk from one tour to another and can't take the bus because the complex is big and close. There are congregations who are old and hard to pronounce. Previously, the tour leader had warned that this trip would be tiring, but the women still wanted to go, so they ended up wearing jackets, shoes and gloves. When they wanted to enter topkapi, they felt cold and weak and asked to be booked in a hotel. The tour leader suggested resting at the restaurant and warming up there, but the mother didn't want to and was afraid to be left behind. Finally the tour leader waited for the mother and the tour guide continued the journey with the other pilgrims.

d. Language Factor

Turkish people are similar to Japanese and Russian people, so people prefer and use their respective native languages. There are some who can use English, but those who usually use English are people who work in tourist places such as souvenir centers, grand bazaar markets, leather jacket processing centers and others.

3. Special factors for Tour Leaders:

a. Tour leader must continue to monitor flight hours

Pilgrims will get two tickets from Jeddah-Istanbul and Istanbul-Jakarta, in Jeddah-Istanbul there are already seat numbers and gate numbers because in Jeddah the airport is not so big unlike in Turkey. Meanwhile, for those from Istanbul-Jakarta, the flight number was not listed, with the code already listed on the ticket and using a Turkish airlines flight at 2 pm.

In the flight schedule, each Tour leader must monitor the number on the FIDS (flight information display system) screen located at Turkiye Airport. When the pilgrims rest and sleep, the tour leader must always be ready and monitor the FIDS screen to see the change in the gate number.

b. Congregation Time Management

When going on a trip or tour to Turkey, pilgrims are often not on time and not according to the schedule that has been determined by the guide, often guides from

Turkey judge that Indonesians often take time and cannot appreciate time. Therefore, the tour leader changed the schedule to be earlier so that the congregation could arrive on time. Apart from happening during a tour in Turkey, this sometimes also happens at the Istanbul, Turkiye airport. The pilgrims tend to ignore the flight schedule at the airport.

3. Solution Service

The solutions that must be done in overcoming the various obstacles that exist in every Umrah plus Turkey service include:

- a. The food factor, the beginning of the program for the formation of Umrah plus Turkey, Turkish tour operators provide food 3 times a day (2 times European menu 1 time Indonesian menu), this is a separate problem for Indonesia which does not match the European menu so Hajar Aswad requests to be changed to 2 times the Indonesian menu and 1 time the European menu. In addition, the tour leader brings dry side dishes to increase the congregation's appetite such as rendang, anchovy sauce, and snacks.
- b. The walking factor, because tours in Turkey are mostly done on foot, so for pilgrims who have special needs or are not strong enough to walk long distances, pilgrims can just wait on the bus. In addition, Umrah plus Turkey should be followed by pilgrims who are still young, and also have a strong physique and endurance.
- c. Weather factors, pilgrims who want to perform Umrah plus Turkey are required to bring shoes, jackets and skibos. Because most tours get cold weather that requires energy and excellent physical.
- d. The language factor, people in Turkey only use English a little. So pilgrims who want to shop usually use sign language or the tour leader accompanies the congregation to bid for shopping at the Grand Bazaar.

From the data on the number of pilgrims above, we can see a comparison or increase and decrease in pilgrims from 2017 to 2019. In 2017 PT. Hajar Aswad has taken Umrah plus Turkish pilgrims 5 times in January, February, March, November and December, with a total of 85 female pilgrims, while 71 male pilgrims with a total of 156 pilgrims. In 2017, there was an increase in December with the departure of 41 pilgrims for Umrah plus Turkey.

In 2018 PT. Hajar Aswad sent for Umrah plus Turkey 5 times and experienced a decrease in the number of pilgrims from the previous year, with 69 male pilgrims and 75 female pilgrims and a total of 144 pilgrims. In October and December experienced the same number of pilgrims with a total number of 33 pilgrims pilgrims.

While in 2019 PT. Hajar Aswad only dispatched Umrah plus Turkish pilgrims 3 times in February, March, November with a total number of 58 female pilgrims, 37 male pilgrims, and a total of 95 pilgrims. This year, there was an increase in November with a total 39 pilgrims. This year 2019 is the least number of pilgrims compared to the previous two years.

Overall from 2017 to 2019 the number of departures for Umrah plus Turkish pilgrims was the highest in 2017 and decreased every year because, PT. Hajar Aswad dispatches Umrah pilgrims plus young Turks with a maximum age of ± 50 years. We need to know that the pilgrimage of Umrah plus Turkey requires strong physical and energy because this trip is more tiring than regular Umrah, this is the reason why Umrah plus Turkey should be followed by young pilgrims.

Conclusion

Based on the conclusions of the scientific journals that the authors have compiled, the authors can conclude that:

1. It can be seen what obstacles are faced by PT. Hajar Aswad Mubaroq on Umrah services plus Turkish tourism, which includes historical tourist destinations that have a correlation with places in Mecca and Medina.
2. Services on the umrah plus turkey program at PT. Hajar Aswad Mubaroq has gone well, it can be seen from the implementation of the Umrah plus Turkish service that has been carried out starting from the registration procedure to the service back to the homeland.
3. Service evaluation at PT. Hajar Aswad Mubaroq by using the principles or dimensions as below: (a). Reliability Analysis. In the reliability analysis of PT. Hajar Aswad Mubaroq has done a good service. (b). Responsiveness Analysis. The responsiveness analysis provided by travel is good and can be seen when pilgrims want to make passports, employees can help pilgrims and serve them well. (c). Guarantee Analysis. Analysis of existing guarantees at PT. Hajar Aswad is good, this can increase the confidence of the congregation in the services provided by the bureau. (d). Physical Evidence Analysis. The service in physical evidence has received good marks from the congregation because it has provided what is needed and wants the congregation and the congregation does not feel bothered in preparing the equipment. (e). Empathy Analysis. Giving sincere attention in the form of realizing the wishes of the congregation, and it is also expected that the company understands the congregation and understands specific needs, or has a comfortable operating time for the congregation.

Thus, the results of the research that has been examined by the author, in this study it can be concluded that the services that have been provided on the Umrah plus Turkey package to the pilgrims are good and get good grades from the pilgrims.

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Interview

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