

STRATEGIES FOR BUILDING PUBLIC TRUST TO ATTRACT PILGRIMS TO REGISTER WITH PT QIBLATAIN TRAVEL

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Abstract :

As time goes by, building a service business can be said to have very bright prospects, especially in line with changing consumer patterns that are increasingly diverse and prioritize convenience. A strategy consists of several tactics. Strategies are general, fundamental, and long-term, compared to tactics, which are more specific, operational, and short-term plans. Strategy aligns with the development of the concept of strategic management, which is not simply defined as a means to achieve a goal. Trust is closely related to religion, but its scope is broader. Increasing public trust in attracting pilgrims to register with PT Qiblatain travel is a crucial step to expand reach and increase customer numbers. This includes providing clear information, such as package prices, facilities, and registration requirements, clearly and transparently. Good and friendly service is also essential for providing services to PT Qiblatain pilgrims. By implementing a strategy that focuses on information transparency, service quality, legality, education, digital marketing, attractive promotions, and community development, PT Qiblatain can build a strong reputation in the eyes of the public.

Keyword : strategy, development, trust.

Abstrak:

Seiring perkembangan zaman, membangun bisnis jasa dapat dikatakan memiliki prospek yang sangat cerah, dan seiring dengan perubahan pola konsumsi masyarakat yang kian beragam dan mengutamakan kenyamanan. Suatu strategi terdiri dari beberapa taktik. Strategi bersifat umum, mendasar, dan berjangka panjang dibanding dengan taktik yang merupakan rencana yang lebih khusus, operasional dan berjangka pendek. Strategi sejalan dengan perkembangan konsep manajemen strategi, yang mana strategi ini tidak hanya didefinisikan sebagai cara untuk mencapai suatu tujuan. Kepercayaan erat kaitannya dengan religi atau agama, tapi cakupannya lebih luas. Meningkatkan kepercayaan masyarakat dalam menarik jemaah untuk mendaftar di travel PT Qiblatain adalah langkah penting untuk memperluas jangkauan dan meningkatkan jumlah pelanggan. Seperti halnya menyampaikan informasi yang jelas, seperti harga paket, fasilitas, serta syarat pendaftaran disampaikan dengan jelas dan transparan. Adapun pelayanan yang baik dan ramah untuk memberikan pelayanan kepada para jamaah PT Qiblatain. Dengan menerapkan strategi yang berfokus pada transparansi informasi, kualitas layanan, legalitas, edukasi, pemasaran digital, promosi menarik, dan pembangunan komunitas, PT Qiblatain dapat menciptakan reputasi yang kuat di mata masyarakat.

Kata Kunci: strategi, Meningkatkan, kepercayaan.

INTRODUCTION

Indonesia is one of the largest Muslim-majority countries in the world. Therefore, it is the duty of the Indonesian people to fulfill and uphold the pillars of Islam. One of the pillars that must be fulfilled is performing the Hajj for those who are able to do so.

In addition to the Hajj, the Umrah is also a form of worship frequently performed by Indonesians. The Umrah is closely linked to direct worship of Allah SWT. The Umrah pilgrimage is a form of worship that combines several aspects, including physical, financial, and spiritual worship. (UTAMI, 2021)

As times change, establishing a service-based business can be said to have very

bright prospects, especially given the shifting consumption patterns of the public, which are becoming increasingly diverse and prioritize convenience. The Hajj and Umrah business is quite promising in Indonesia due to its vast market, which aligns with the large Muslim population in the country (Irmayani, 2018).

Trust is a vital foundation in human relationships, whether in personal or social contexts. Trust can be defined as a person's confidence in others, institutions, or even in oneself. It is important to maintain the trust and interest of the congregation in registering with PT Qiblatain Safarina Bakti, as well as to protect the public from cases of fraud committed by unscrupulous travel agencies.

Public trust is a key factor influencing their decision to register for Hajj and Umrah travel services, including those offered by PT Qiblatain Safarina Bakti. In the context of this highly important and sacred religious journey, the public tends to be more cautious in selecting service providers. Various reasons and issues can affect this level of trust, including:

service quality and customer service, transportation and clarity of information, safety and comfort, and fair and competitive pricing. By understanding these various reasons and issues, PT Qiblatain Safarina Bakti can develop strategies to build public trust, thereby attracting more pilgrims to register and perform the Hajj and Umrah comfortably and safely. A strategy is a concept that must be understood and applied by every entrepreneur and manager in all business fields (Irmayani, 2018).

RESEARCH METHOD

This research falls under the category of qualitative research. It involves a literature review using relevant sources—including books, notes, and previous research reports—as well as an interview with a staff member of PT QIBLATAIN SAFARINA BAKTI. It also draws conclusions from several books, both original and translated, as well as other scholarly works.

FINDINGS AND DISCUSSION

The research findings indicate that PT Qiblatain Safarina Bakti's marketing strategy is not only promotion-oriented but also emphasizes building public trust through quality service, upholding trust, and strengthening long-term relationships with pilgrims. In the Umrah travel industry, trust is a key asset because prospective pilgrims are not only purchasing travel services but also entrusting the execution of their religious pilgrimage to the organizer.

Strategies for Building Public Trust

Based on the interview results, the strategic steps taken by PT Qiblatain are upholding trust and providing the best service to every pilgrim. Trust is demonstrated through consistency between promises and the services provided, transparency regarding travel packages, and support for pilgrims from the registration process through their return home. Good service is also a key factor in building a positive company image, thereby enhancing public trust.

These findings indicate that public trust is built through the pilgrims' actual

experiences, not merely through promotional activities. This aligns with the concept of service marketing, which emphasizes that consistent service quality enhances a company's credibility and strengthens customer loyalty.

Utilizing Pilgrims' Testimonials and Positive Reviews

The study found that PT Qiblatain utilizes pilgrims' testimonials as an effective promotional tool while maintaining friendly relationships with them after they have completed their pilgrimage. Satisfied pilgrims voluntarily share their positive experiences with family, relatives, and the local community, thereby creating word-of-mouth promotion.

In addition to strengthening emotional bonds with former pilgrims, these testimonials are also used as promotional material across the company's various media channels. This strategy is considered more effective than conventional promotion because prospective pilgrims tend to place greater trust in the real-life experiences of people who have already used the service.

The Role of Service Quality and Trust in Pilgrim Satisfaction

Research findings indicate that service quality plays a crucial role in enhancing pilgrim satisfaction. PT Qiblatain strives to maintain its existing high-quality services while evaluating any programs and job descriptions that are not yet operating optimally.

These evaluations reflect the company's commitment to continuous improvement. The higher the quality of service provided, the higher the level of congregant satisfaction. This satisfaction then evolves into trust and loyalty, which encourage congregants to continue using the company's services and recommend them to others.

Use of Social Media and the Website

In response to developments in digital technology, PT Qiblatain utilizes social media and its website as communication channels with prospective pilgrims. Based on interview findings, the company regularly updates information regarding Umrah packages, departure schedules, and event documentation, and actively responds to questions and comments from the public.

This active management of social media conveys the impression that the company offers responsive, transparent, and accessible service. Two-way interaction through digital platforms also serves as a means of building rapport with prospective pilgrims, thereby increasing their interest in using PT Qiblatain's services.

Marketing Strategies to Increase the Number of Pilgrims

The marketing strategy deemed most effective by PT Qiblatain is maintaining strong ties with alumni pilgrims. Alumni are viewed as strategic partners of the company because their positive experiences can influence the decisions of other prospective pilgrims.

Relationships that are continuously nurtured through communication, social gatherings, and post-departure services turn alumni into promotional ambassadors for the company. This strategy reinforces relationship marketing—that is, building long-term, mutually beneficial relationships between the company and its customers.

Strategies for Building Public Trust

Public trust is built through several key strategies, namely upholding trust, providing the best service, maintaining good relationships with pilgrims, and safeguarding the company's image. A positive image is formed through consistent, professional service, honesty, and the company's commitment to meeting the needs of pilgrims.

The trust that has been built has become an asset for the company as it faces increasingly fierce competition among Umrah travel agencies. Therefore, the company continues to strive to maintain its reputation by improving service quality and fostering good communication with the public.

Strategies to Attract the Public to Sign Up

Research shows that the most effective promotion comes from the pilgrims' own experiences. Therefore, PT Qiblatain uses pilgrims as a form of indirect promotion by sharing their positive experiences during their Umrah pilgrimage.

When pilgrims are satisfied with the services provided, they share their experiences with family, friends, and their communities. This phenomenon creates a word-of-mouth effect that the public trusts more than commercial advertisements. Thus, strategies focused on maintaining relationships, providing quality service, and ensuring pilgrim satisfaction are key factors in increasing the number of new pilgrims.

Overall, the research findings indicate that the success of PT Qiblatain Safarina Bakti's marketing strategy is determined not only by promotional activities but also by the company's ability to build trust, maintain service quality, optimize digital media, and foster long-term relationships with pilgrims. These strategies foster satisfaction, loyalty, and word-of-mouth promotion, which are the key drivers in increasing the number of Umrah pilgrims.

Therefore, trust is the cornerstone of the religious travel industry, and through consistent efforts, PT Qiblatain can attract more pilgrims and build long-term relationships with customers.

Public perception of the Hajj and Umrah travel services provided by PT Qiblatain Safarina Bakti can be influenced by various factors. The following are several aspects that are often highlighted and can shape public perception, such as:

- a. **Service Quality:** Public perception is also influenced by the quality of service provided, ranging from the registration process and service during the trip to guidance on other religious practices. To ensure high-quality service.
- b. **Team Experience and Qualifications:** Public perception of the team managing the trip is also crucial. If the public sees that PT Qiblatain has experienced and qualified guides, they will be more confident in using these services.
- c. **Competitive Pricing:** The public tends to compare the prices of travel packages from various service providers. If the prices offered by PT Qiblatain are considered reasonable and commensurate with the quality of service provided, then a positive perception will form.

Therefore, the perception of PT Qiblatain is very good and satisfying, so that pilgrims who have already registered will return to register with PT Qiblatain again.

CONCLUSION

Building public trust to attract pilgrims to sign up with PT Qiblatain requires a comfortable and sustainable approach. By implementing strategies focused on information transparency, service quality, legal compliance, education, digital marketing, engaging promotions, and community building, PT Qiblatain can establish a strong reputation in the eyes of the public. Based on this study, the following recommendations can be made: 1. Provide services that better satisfy pilgrims; 2. Organize alumni gatherings for PT Qiblatain

Safarina Bakti pilgrims to continue strengthening relationships and maintaining the quality of travel services.

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