

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana implementasi pelayanan prima yang diterapkan oleh PT. Al Shafwah Wisata Mandiri (Smarts Umrah Sumbagsel) dalam meningkatkan kepuasan jamaah umrah, serta mengidentifikasi kendala yang dihadapi dalam pelaksanaannya. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Metode Analisa menggunakan pendekatan analisis data kualitatif model Miles dan Huberman Hasil penelitian menunjukkan bahwa perusahaan telah menerapkan konsep pelayanan prima berdasarkan dan prinsip A6 (*Ability, Attitude, Appearance, Attention, Action, Accountability*). Namun, ditemukan kendala seperti keterlambatan pengiriman koper jamaah saat kepulangan, yang berdampak terhadap kepuasan. Meskipun demikian, mayoritas jamaah merasa puas terhadap pelayanan yang diberikan, terutama dalam aspek keramahan petugas, kejelasan informasi, dan kenyamanan fasilitas. Disarankan agar perusahaan melakukan peningkatan pada sistem logistik serta pelatihan internal guna meminimalisasi kendala yang terjadi di lapangan.

Kata Kunci: Pelayanan Prima, Kepuasan Jamaah, Umrah, Konsep A6

ABSTRACT

This study aims to examine how the implementation of excellent service by PT. Al Shafwah Wisata Mandiri (Smarts Umrah Sumbagsel) enhances the satisfaction of Umrah pilgrims, as well as to identify the challenges encountered in its execution. The research employs a descriptive qualitative approach, with data collected through interviews, observations, and documentation. The analysis method is based on the Miles and Huberman model of qualitative data analysis. The findings reveal that the company has applied the concept of excellent service based on the A6 principles (Ability, Attitude, Appearance, Attention, Action, Accountability). However, certain obstacles, such as delays in delivering pilgrims' luggage upon return, have negatively affected satisfaction. Nonetheless, the majority of pilgrims expressed satisfaction with the services provided, particularly in terms of staff friendliness, clarity of information, and comfort of facilities. It is recommended that the company improve its logistics system and provide internal training to minimize operational issues in the field.

Keywords: Excellent Service, Pilgrim Satisfaction, Umrah, Concept A6