

Potential problems and concepts of utilizing haji dormitories equivalent to star hotels to improve the national economy

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Abstract: The research was conducted at the Surabaya Embarkation Haji Dormitory with the aim of: mapping potential problems, namely: products, services, management and relevant policies, towards the concept of using Haji dormitories on a par with star hotels to improve the national economy. Problems studied: (1) How to map the potential problem of Haji dormitories equivalent to star hotels to improve the national economy?, (2) What is the concept of using Haji dormitories equivalent to star hotels to improve the national economy? This research uses descriptive, qualitative, quantitative methods, star hotel assessment study approaches, as well as community base tourism. Data is analyzed using the theory of hotel and tourism quality standards, and relevant theories according to the data found at the research site. Research stages: will produce mapping potential issues and concepts for utilizing Haji dormitories equivalent to star hotels, and strategic policies by formulating quality management standards. The results of this research analysis are: Surabaya Haji embarkation dormitories do not meet standards equivalent to star hotels, because there are still many star hotel standard items that have not been met, and if you look at the standard score of a three star hotel between 600-700, and the Surabaya Embarkation Haji Dormitory only meets the score of only 400, or 33.30% less than 100%, with a score range of 1 to 5 then the average score for the Haji dormitory is Surabaya embarkation only reached 3.7. Research is expected to support national economic development programs to increase national income outside of taxes.

Keywords: mapping, national economic, potential, utilization

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Introduction

The Government's policy to increase state income outside of taxes is very important, especially under the Ministry of Religion of the Republic of Indonesia, in developing the management of the Haji Dormitory, support from all parties is needed. development is still not optimal and there are still obstacles. By the government through the Ministry of Religion, supported by Government Regulations, Regulations of the Minister of Religion and Decrees of the Minister of Finance of the Republic of Indonesia, to increase the management and income of the Haji Dormitory (Republic of Indonesia Government Regulation Number 59 of 2018 Concerning Types and Tariffs for Non-Tax State Revenues Applicable to the Ministry of Religion, 2018). The main obstacles in the Haji Dormitory are the lack of facilities equivalent to a star hotel, quality management standards, lack of local community involvement, lack of innovation, lack of human resource competence. This problem must be resolved immediately to improve the national economy.

The management of the Haji Dormitory, which was previously only used for 3 months to prepare for Haji, and the remaining 9 months was still not utilized optimally, in the future it will be managed more optimally for the general public, and involving the local community, to increase state income and improve the welfare of local communities. The location of the Haji Dormitory which is the object of this research is the Surabaya Haji Embarkation Dormitory, as seen in Figure 1.



Figure 1. The Indonesian ministry of religion's haji dormitory in 2023

In the absence of good management, starting from the lack of strategic management policies and programs, poor product quality, poor quality of service at the Hajj Dormitory; So, to ensure optimal and quality management of the haji dormitory, it is necessary to apply several quality standards in management: (1) product quality, (2) service quality, and (3) management quality (Badan Standardisasi Nasional, 2021; Sirna, 2023).

Likewise, the utilization of the Hajj Dormitory is not yet optimal, resulting in very minimal income, so that to maximize the function of utilizing the haji dormitory, thorough and standard preparation is required, such as: preparation of accommodation for the Haji, benefits for the public, for public accommodation facilities, meeting places and other activity places for the general public, and use of places for spiritual education, worship for students, elementary, middle school, high school, university and the general public and other places of worship in the haji dormitory environment, and empowerment of local people as accommodation service employees in improving the economy of the local community and national (Tingkes & Sirna, 2023).

From the background of the problem above, the main problem of this research can be formulated: (1) How to map the potential problem of haji embarkation dormitories equivalent to star hotels to improve the national economy?, (2) What is the concept? Using haji embarkation dormitories equivalent to five-star hotels to improve the national economy? (Creswell, 2019; Utama, 2021).

Research using proof of concept PSM: Product, Service, Management. which uses an identification approach to quality management, product quality, service quality, and continues with a confirmatory approach. The first step is to identify and map models of factors that influence product quality management, service quality and quality management systems, the second step is to prepare the level of importance of several indicators in the PSM concept, and the third step is to determine the confirmatory project for the program and focus of haji dormitory management as a good activity through Focus Group Discussions by inviting hotel informants and resource persons as well as hotel managers as practitioners (Badan Standardisasi Nasional, 2018).

This research is in accordance with previous research, namely: Tourism nusantara opportunities and challenges, Model customer satisfaction, Marketing mix strategy analysis, Service quality, Tourists Motivation, The Local Genius as Millennial Tourist Attraction, Employee

Performance Review (Sirna & Adinegara, 2021) (Sirna, 2018a, 2018b). The Haji dormitory is recognized as a place of accommodation for people going on the haji, and before leaving for Mecca prepare themselves in the Haji dormitory. However, so far the haji dormitory has not been productively used because within 12 months it has only been used for three months for accommodation for preparations for the haji, and the remaining nine months have not been productively used because the Haji season has not arrived. From this, the government determines the types of tariffs and non-tax state revenues that apply to the Ministry of Religion, so that the use of Haji dormitories is maximized (Republic of Indonesia Government Regulation Number 59 of 2018 Concerning Types and Tariffs for Non-Tax State Revenues Applicable to the Ministry of Religion, 2018). Supported by the division of tariff zones for services for using Haji dormitory facilities and infrastructure, the Ministry of Religion to regulate the organization of work procedures and governance of the technical implementation of Haji dormitories in Indonesia (Regulation of the Minister of Religion of the Republic of Indonesia Number 41 of 2017 Concerning the Organization and Work Procedures of the Haji Dormitory Technical Implementation Unit, 2017). This is supported by the decision of the Indonesian Minister of Finance regarding approval for the use of non-tax state revenue funds at the Ministry of Religion (Decree of the Minister of Finance of the Republic of Indonesia Number 584/KMK.02/2019 Concerning Approval of the Use of Non-Tax State Revenue Funds at the Ministry of Religion, 2019).

The management system is supported by the central government through the Indonesian Ministry of Religion to develop the potential for Haji dormitories equivalent to star hotels in order to empower local communities and obtain maximum profits to be deposited into the state treasury outside of taxes (Decree of the Minister of Finance of the Republic of Indonesia Number 584/KMK.02/2019 Concerning Approval of the Use of Non-Tax State Revenue Funds at the Ministry of Religion, 2019). taking this into account, it is necessary to improve internally the Haji dormitories starting from the quality management system, product quality and service quality, as well as equipment, human resources, communication systems, funding sources and administration that are equivalent to star hotels (Law of the Republic of Indonesia Number 10 of 2009 Concerning Tourism, 2009). In accordance with SNI through the Ministry of Tourism and Creative Economy, it is emphasized that the implementation of hotel operations in Indonesia, especially star hotels, must pay attention to hygiene, sanitation, safety and environmental sustainability so that every visitor who comes can be assured of guaranteeing safety and comfort in the Haji dormitory (Sirna, Adinegara, et al., 2021).

Pengembangan wilayah secara berkelanjutan perlu lebih ditingkatkan khususnya pengembangan pengelolaan asrama haji diseluruh Indonesia, dengan menggunakan sumberdaya yang ada di masing-masing wilayah, dengan kearifan lokalnya, termasuk SDM lokal untuk berkontribusi mengembangkan asrama haji (Sirna et al., 2023). Dalam strategi pemasaran perlu mengimplimentasikan sistim strategi pemasaran hotel, baik secara konvensional maupun secara online, dengan memperhatikan kebutuhan, keinginan pelanggan dalam menjamin kepuasannya di asrama haji (Sirna et al., 2020; Sirna & Adinegara, 2019).

This research focuses on mapping potential problems and utilization of Haji dormitories equivalent to star hotels using the PSM concept: (Product service, Management quality). which uses an exploratory, identification and confirmative approach followed by a confirmatory approach. It was stated that this research identified factors in the utilization of Haji dormitories on a par with star hotels by mapping the potential problems that exist in Haji dormitories, using the development of the PSM concept with an exploratory and confirmative identification approach (Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number PM.53/HM.001/MPEK/2013 Concerning Hotel Business Standards, 2013; Republic of Indonesia Government, 2015).

Methodology

This research uses descriptive, qualitative, quantitative methods, standard star hotel study approaches, as well as community based tourism, as a form of improving the national economy (Sugiyono, 2015). Data were analyzed using hotel and tourism quality standard theory, as well as relevant theories according to the data at the research location. This research uses a proof of concept for PSM: Products, Services, Management. which uses an identification

approach to quality management, product quality, service quality, and continues with a confirmatory approach. The first step is to identify and map potential problem factors that influence the management of product quality, service quality and quality management systems, the second step is to prepare the level of importance of several indicators in the PSM concept, and the third step is to prepare the level of importance of several indicators in the PSM concept. determining confirmation projects for the program and focus of haji dormitory management as good practices and activities through Focus Group Discussions by inviting hotel informants and resource persons as well as hotel managers as practitioners (Adinegara et al., 2019).

Results and Discussions

Results

The Surabaya Embarkation Haji Dormitory, which is located on Jalan Manyar Kertoadi no.1 RW 6.60116 (031) 5945159, is one of the Haji Dormitories in the city of Surabaya which includes preparation activities for Haji candidates to depart for the Haji to Mecca, check in and examine Haji guests, accommodation, worship activities at the mosque, throwing ritual practice, counseling and health checks for prospective pilgrims to the Veranda of Mecca (Regulation of the Minister of Religion of the Republic of Indonesia Number 36 of 2019 Concerning the Distribution of Tariff Zones for Services for Using Facilities and Infrastructure at the Haji Dor-Mitory of the Ministry of Religion, 2019).

Apart from that, there are also deliberation activities for related government agencies, thanksgiving and wedding activities for residents around Surabaya, Koran recitation activities and Haji preparation exercises for elementary, middle and high school students, for travel owners who participate in marketing haji dormitory accommodation for community accommodation who need it to prepare for Haji, such as: from NTT, Bali and East Java. As well as supporting KONI Surabaya activities for accommodation for sports athletes at the Surabaya Haji Dormitory (Decree of the Minister of Finance of the Republic of Indonesia Number 584/KMK.02/2019 Concern-Ing Approval of the Use of Non-Tax State Revenue Funds at the Ministry of Religion, 2019). It can be seen in Figure 2.



Figure 2. Surabaya embarkation haji dormitory activity program

Discussions

Identify several uses for the Surabaya Embarkation Haji Dormitory

The Surabaya Embarkation Haji Dormitory has a geographic area of 6.7 hectares, 556 rooms, and a total of 96 employees consisting of 16 ASN, 20 contract employees, and 60 outsourced people, which is one of the Haji Dormitories capable of accommodating Haji Candidates. preparations for the pilgrimage to the Veranda of Mecca include: from the regions of East Nusa Tenggara, Bali and East Java (Regulation of the Minister of Religion of the Republic of Indonesia Number 41 of 2017 Concerning the Organization and Work Procedures of the Haji Dormitory Technical Implementation Unit, 2017; Sumartana et al., 2022).

In its operational form, the Surabaya Haji Embarkation Dormitory has several departments in carrying out daily operations consisting of: (1) Front office, (2) Housekeeping, (3) Engineering, (4) Personnel, (5) Accounting, (6) IT, and (7) Marketing. Following are some important contributions (Sari et al., 2022).

In accordance with the functions and benefits of the Surabaya Haji Dormitory, it has carried out several important activities, including: 1). Accommodates several Haji preparation areas such as: NTT, Bali and East Java as well as other communities or employees. 2). As a place for training in recitation and preparation for the Haji pilgrimage for the community and schools, elementary, middle and high schools. 3). As a meeting place with a capacity of 1,000 people, 600 people and 300 people, 4). As a place to hold wedding events for the local community and the wider community as an option, 5). As an additional facility for KONI throughout the city of Surabaya/East Java in the form of accommodation for athletes who will or are currently competing, 6). As a place of study for Muslims and Fridays for people who live around the Surabaya Haji Dormitory, 7). As a place for training and seminars/workshops for government and private agencies as the cheapest option for them, 8). For the travel agent business as a good business partner to channel its guests, both Haji candidates and the wider community, who can stay at the Surabaya Haji Embarkation Dormitory.

In this way, the Surabaya Haji Embarkation Dormitory has contributed to Haji candidates who will prepare for the Haji to Mecca, including people who need services, but it is not optimal because it is in accordance with the latest regulations from the Ministry of Religion and the Ministry of Religion. other regulations, Haji Embarkation Dormitories are required to provide services and provide financial contributions that are more equivalent to star hotels so that Non-Tax State Revenue can be contributed from Haji Dormitories throughout Indonesia (Government Regulation Number 50 of 2012 Concerning Implementation of Safety and Health Management Systems, 2012).

The results of this research show that the results of potential problem mapping for Surabaya Embarkation Haji Dormitory Equivalent to Star Hotels are as expected.

1. From the mapping of potential problems, product criteria and indicators as determinants in the assessment, this research shows the results, namely:
 - a. It can be identified that there is no accessibility (ramp) for people with disabilities in the lobby area, causing the lack of complete facilities which results in disruption for people with disabilities being able to stay at the Surabaya Embarkation Haji Dormitory.
 - b. Food and Beverage Outlets do not yet exist, such as: (1) a dining and drinking room with good air circulation and lighting, (2) dining tables and chairs and equipment, (3) a list of food and drinks in complete the price, causing star hotel standards to not be met, resulting in difficulties for staying guests in getting food and drink services.
 - c. Room service, not yet available, such as: (1) It is located close to the kitchen and access to the room, (2) the room service menu, (3) the equipment and supplies, causing it not to be in line with the equivalent of a star hotel as a result of which guests do not get room service there. Haji hostel.
 - d. The guest bedroom does not have complete facilities such as; (1) Individual Safe Deposit Box, (2) Writing equipment for guests (guest stationary), causing it not to be at the same standard as a star hotel, resulting in reduced guest facilities.

- e. Laundry space and arrangements are not yet available, causing it not to be on par with star hotels, so guest facilities are reduced,
 - f. There is no Goods Reception Area available, and the weighing equipment has been marked, causing it not to be up to star hotels, resulting in disrupted Haji dormitory operations.
 - g. In the store area there is no place to store food and drinks, so it is not yet equivalent to a star hotel, resulting in disrupted operations of the Haji dormitory.
 - h. In the housekeeping room, there is no linen and uniform room, so it is not yet equivalent to a star hotel, resulting in reduced facilities for guests and employees (Tingkes et al., 2023).
2. From mapping potential problems, service criteria and indicators as determinants in assessment, this research shows results, namely:
 1. In terms of service, namely:
 - a. There are no food and drink services such as: (1) Guest reception services, (2) Food and drink serving services, (3) payment acceptance services, (4) services for guests with physical limitations, children and the elderly, causing it not to be on par with star hotels, as a result guest facilities are reduced, and operations can be disrupted.
 - b. There are no Room Service services such as: (1) Receiving food and drink orders from the room, (2) Serving food and drinks in the room, (3) Accepting Payments, causes it not to be up to par with star hotels, resulting in reduced guest facilities.
 3. From mapping potential problems, management criteria and indicators as determinants in assessment, this research shows the results, namely:

There is no Haji Dormitory that has implemented employee competency certification equivalent to hotels such as: (1) Front Office Certification, (2) Housekeeping, (3) Kitchen, (4) Restaurant, (5) HRD, (6) Accounting, (7) Engineering, Marketing, causes it not to be on par with star hotels, as a result HR competency is still not competent and professional in the hospitality sector, b). It is not yet clear about the involvement of the Surabaya Embarkation Haji Dormitory Management in implementing CSR and contributing to developing Small and Medium Enterprises within the Surabaya Embarkation Haji Dormitory environment.

Thus, the Surabaya Haji Dormitory does not meet the standards equivalent to star hotels, because there are still many star hotel standard items that have not been met, and if you look at the standard score for a three-star hotel, it is between 600 -700, and the Surabaya Embarkation Haji Dormitory only meets a score of 400. , or less than 33.30% of 100%, with a score range of 1 to 5, the average score of the Haji Surabaya hostel only reached 3.7 (Law of the Republic of Indonesia Number 10 of 2009 Concerning Tourism, 2009).

Conclusions

In achieving greater benefits at the Surabaya Embarkation Haji Dormitory equivalent to a star hotel, the involvement of management and employees is very important so that the utilization of the Surabaya Embarkation Haji Dormitory Equivalent to a Star Hotel sets an example for other Haji Dormitories in Indonesia in increasing non-tax income (Regulation No. 4 of 2021 Concerning Risk-Based Hotel Business Standards, 2021; Republic of Indonesia Government, 2015).

As for supporting the benefits of the Haji Dormitory mentioned above, the intended involvement is: a). Management should make policies related to mapping potential problems and utilization of the Surabaya Haji Embarkation Dormitory so that it is equivalent to a star hotel, b). Management should create standard operating procedures (SOP) for the Surabaya Haji Embarkation Dormitory, so that it is in accordance with star SOP standards that can be operated and implemented, c). Management should create an operating system that is equivalent to a star hotel so that the operations of the Surabaya Haji embarkation dormitory can be carried out as well as a star hotel, d). Management should set procurement and recruitment standards for employees who have competencies equivalent to star hotels and have been certified as having qualifications equivalent to star hotels, to be able to operate the Surabaya Haji embarkation dormitory, e). Management reporting and evaluation systems should be adapted to star hotels so that business targets are achieved, f). Every employee in each department whose qualifications and competencies are equivalent to a star hotel and has received certification equivalent

to a star hotel should carry out its operational system in accordance with what is expected from a star hotel at the Surabaya Embarkation Haji Dormitory, g). In the marketing and sales section, market segmentation adjustments should be made which are expected to be equivalent to star hotels which can be implemented in the Surabaya Haji Embarkation Dormitory, h). For room prices, food and beverages etc. to be adjusted to cost standards and sales standards equivalent to star hotels at the Surabaya Embarkation Haji Dormitory, I). So that the products, equipment and supporting facilities needed in the food and beverage section are adapted to star hotels in the Surabaya Haji Embarkation Dormitory, J). For the type of food and beverage service to comply with service standards equivalent to star hotels at the Surabaya Embarkation Haji Dormitory, k). In procuring goods, storage and other equipment such as housekeeping, engineering, accounting, HRD, meeting rooms, lodging, lobby, business center, travel, money changer, taxi or transport order, etc. so that they are adjusted to hotels of the same star level. at the Surabaya Haji Embarkation Dormitory, l). The security system, order and comfort of staying guests must be adapted to star hotels at the Surabaya Embarkation Haji Dormitory, m). AMDAL, UPL and UKL systems managed in the engineering section to suit star hotels in the Surabaya Haji embarkation dormitory, n). Information and communication systems to suit star hotels in the Haji embarkation dormitory in Surabaya, o). Pest control to maintain and maintain a clean, healthy and sustainable environment, to avoid pests, viruses and bacteria so that it is equivalent to a star hotel must be carried out at the Surabaya Haji Embarkation Dormitory (Tingkes, 2022).

This research is in accordance with research conducted previously, namely: Indonesian tourism opportunities and challenges, Customer satisfaction model, Guest satisfaction, Marketing mix strategy analysis, Work discipline, Individual character, Adoption of Service Quality, Tourists Motivation, The Local Genius as Millennial Tourist Attraction, Employee Performance Review (Sirna, Saputri, et al., 2021; Sirna, Widiyantara, et al., 2021).

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