

RINGKASAN

Ermon Prima Putra Arie Shandy 2025, **Efektivitas Pelayanan Administrasi Pasca Pandemi Terhadap Keberangkatan Umroh Di Departemen Agama Kota Probolinggo**, Pembimbing I : Dr. Hj. Siti Marwiyah, M.Si dan Pembimbing II : Reni Candradewi P, S.Hub Int., M.A

Penelitian ini bertujuan untuk menganalisis efektivitas pelayanan administrasi pasca pandemi terhadap keberangkatan umroh di Departemen Agama Kota Probolinggo. Latar belakang penelitian ini didasarkan pada gangguan pelayanan administrasi umroh selama masa pandemi Covid-19, serta kebutuhan untuk meningkatkan kembali kualitas pelayanan publik setelah masa tersebut.

Metode yang digunakan adalah pendekatan kuantitatif dengan teknik analisis deskriptif dan regresi linier berganda. Pengumpulan data dilakukan melalui kuesioner, wawancara, dan dokumentasi dari lima biro umroh yang aktif di Kota Probolinggo.

Hasil penelitian menunjukkan bahwa variabel kejelasan informasi, waktu pelayanan, keramahan petugas, penggunaan teknologi, dan tingkat kesiapan berpengaruh signifikan terhadap efektivitas pelayanan administrasi. Secara keseluruhan, mayoritas responden memberikan penilaian positif terhadap layanan administrasi keberangkatan umroh pasca pandemi, meskipun masih terdapat aspek yang perlu ditingkatkan, terutama pada konsistensi pelayanan dan penyampaian informasi.

Penelitian ini menyimpulkan bahwa Departemen Agama Kota Probolinggo telah menunjukkan efektivitas dalam pelaksanaan administrasi keberangkatan umroh pasca pandemi, namun tetap perlu dilakukan evaluasi berkelanjutan untuk peningkatan mutu layanan.

Kata kunci: Efektivitas, Pelayanan Administrasi, Umroh, Pasca Pandemi, Departemen Agama

SUMMARY

Ermon Prima Putra Arie Shandy 2025, Effectiveness of Post-Pandemic Administrative Services for Umrah Departures at the Department of Religious Affairs of Probolinggo City, Supervisor I: Dr. Hj. Siti Marwiyah, M.Si and Supervisor II: Reni Candradewi P, S.Hub Int., M.A

This study aims to analyze the effectiveness of post-pandemic administrative services for Umrah departures at the Department of Religious Affairs in Probolinggo City. The background of this study is based on the disruption of Umrah administrative services during the Covid-19 pandemic and the need to improve the quality of public services after that period.

The method used was a quantitative approach with descriptive analysis and multiple linear regression. Data collection was conducted through questionnaires, interviews, and documentation from five active Umrah bureaus in Probolinggo City.

The results showed that the variables of information clarity, service time, staff friendliness, use of technology, and level of readiness significantly influenced the effectiveness of administrative services. Overall, the majority of respondents gave a positive assessment of the post-pandemic Umrah departure administrative services, although there are still aspects that need to be improved, particularly in the consistency of service and information delivery.

This study concludes that the Department of Religious Affairs in Probolinggo City has demonstrated effectiveness in implementing post-pandemic Umrah departure administration, but ongoing evaluation is still needed to improve service quality.

Keywords: Effectiveness, Administrative Services, Umrah, Post-Pandemic, Department of Religious Affairs