

IMPLEMENTATION OF TRANSPORTATION SERVICE DEVELOPMENT STRATEGIES FROM AN ISLAMIC PERSPECTIVE

Mira Ustanti¹, Panji Bagus Pratama²

University KH. Mukhtar Syafaat Blokagung Banyuwangi
miraustanti@iaida.ac.id¹, panjiaraj@gmail.com²

ABSTRACT

This research aims to determine the implementation of the strategy for developing transportation services at PO Dasstro and the suitability between the implementation of the strategy for developing transportation services at PO Dasstro with an Islamic economic perspective. This research uses qualitative data collection techniques, namely observation, interviews, and documentation—data validity using source triangulation. Meanwhile, data analysis uses the Miles & Huberman interactive model, which consists of three activity flows: data reduction, data presentation, and concluding/verification.

The research results show that the strategy for developing transportation services at PO Dasstro that is implemented is 5 (five) things, including tangible by providing a new fleet and complete facilities, reliability by providing services precisely and accurately, responsiveness by providing the facilities needed by customers, assurance with no lies when employees serve consumers and a sense of empathy for customers with an attitude of putting other people's interests before personal interests. Apart from that, the strategy for developing transportation services at PO Dasstro is also based on principles from the Islamic perspective, namely Siddiq, creativity, bravery, confidence, tabligh, and istiqomah. PO Dasstro does this in developing its business to create a sense of satisfaction for customers.

The results of this research can conclude that the Islamic economic perspective has implemented several strategies for developing transportation services at PO Dasstro.

Keywords: Development Strategy, Transportation Services, Islamic Perspective

INTRODUCTION

Rapid developments in the world of transportation, supported by technological advances and changes in societal dynamics, have brought new challenges to the transportation services sector. Transportation service users now have increasingly high expectations of the quality of services provided by transportation companies. However, there is often a mismatch between the expectations desired by transportation service users and the reality they experience in the field. This hope is what requires service company

owners to be able to develop service strategies so that consumers are satisfied with the services provided.

An effective service development strategy involves improving critical aspects of service, including improving fleet quality, route optimization, increased safety, and technological innovation. Therefore, having a deep understanding of the resources, processes and needs of transportation service users is an important basis for designing strategies that are appropriate and responsive to the evolution of consumer expectations. A basic understanding can be done by using SWOT analysis to determine strengths, weaknesses, opportunities and threats before implementing a development strategy (Ningrum & Deden, 2022).

Apart from that, the development of transportation services must also be based on Islamic principles which include ethical values, justice and sustainability. Islam as a religion provides an ethical and moral framework that can guide human activities, including in the field of transportation. Therefore, it is necessary to carry out in-depth research regarding strategies for developing transportation services from an Islamic perspective.

The strategy for developing transportation services to be able to develop in accordance with Islamic principles amidst the dynamics of contemporary challenges is crucial. Changes in mobility patterns, technological developments and environmental challenges demand innovation in the provision of transportation services. By understanding Islamic principles, strategies can be found that can improve the quality of transportation services by providing added value to users, and at the same time creating a more sustainable environment (Jannah, 2021).

Islam teaches that if you want to provide good business results in the form of goods or services, you should provide quality ones, don't give bad or low-quality ones to other people. As explained in the Qur'an surah Al-baqarah verse 267 which means: O you who believe, make a living (in the way of Allah) as from the results of your good efforts and so from what we bring out of the earth for you and Don't choose the bad things and then make a living out of them. You don't want to take them yourself, but want them. And know that Allah is Most Rich, Most Praiseworthy.

This verse explains not to provide bad or poor business services, and only provide them with straight and sincere intentions. Islamic teachings emphasize the importance of quality, not only in the final result, but also in the process. The process must be implemented correctly, structured, clear and complete, or in other words, it must be professional (Olivia, et al., 2021).

One of the Islamic boarding schools that has a business in the field of transportation services is the Darussalam Islamic boarding school Blokagung Banyuwangi. The Dasstro Company (Darussalam Transport) is one of the business entities managed by the Darussalam Blokagung Islamic boarding school with a business sector in the form of a Tour & Travel Bureau. The Dasstro Company (Darussalam Transport) has several fleets, namely 3 buses, 1 elef, and 2 hiace. This company started in 2015 and has developed from now on and was established under the auspices of the Darussalam Islamic boarding school, therefore the strength of the Dasstro company fleet has become a strength to serve customers from Islamic boarding school students and the general public.

This research aims to analyze and identify the implementation of strategies for developing transportation services, especially at the Dasstro (Darussalam Transport) company Blokagung Banyuwangi. Through a deeper understanding of this problem, it is hoped that this research can contribute to service development strategies that are more effective and in accordance with an Islamic perspective to ensure satisfaction of transportation service users. Thus, this research focuses on the need for strategies that can minimize the mismatch between expectations and reality, maintain customer satisfaction, and strengthen the company's position in competition in the transportation services industry. Through this research, it is hoped that concrete strategies can be found that can be applied in developing transportation services that combine contemporary needs with Islamic values.

THEORETICAL BASIS

Strategic Management

According to David (2011), strategy is a tool to achieve long-term goals which include geographic expansion, diversification, acquisition, product development, market potential, business reduction, investment, liquidation and joint ventures. This strategy is a potential action that requires top management decisions and large amounts of company resources. Meanwhile, according to Ahmad (2020), strategy is defined as a process of determining plans by top leaders that focus on the organization's long-term goals, accompanied by the preparation of methods and efforts so that these goals can be achieved.

Strategic management is a series of decisions and actions formulated based on considerations of the organization's internal and external environment to achieve long-term organizational goals. The organization's long-term goals involve competitive advantages, so that it can survive amidst intense competition (Yunus, 2016). Strategic management is basically different from management in general. Strategic management is specifically directed at responding to dynamic environmental changes and/or responding to demands

for increased organizational performance (Novianto, 2019:14). The strategic management process must be interpreted as a set of organizational commitments, decisions and actions to achieve strategic competition and obtain above average profits.

Development Strategy

Development strategy is an approach implemented by an entity to manage planned changes, requiring support from all parties, including management and employees, with the aim of improving and developing the company through short, medium and long term efforts to face future changes (Hawanda, P. & Sri Sudiarti, 2023).

Development strategy is a process that can increase organizational effectiveness by uniting individual aspirations towards growth and achieving organizational goals, which specifically involves systematic changes in the overall organizational structure in accordance with its mission over a certain period of time. (Gibson, 1990). Development strategy is a planned and sustainable effort to apply behavioral science for system development using methods of reflection and self-analysis. (Nimran, 1997). An effective strategy is needed in the development of a company. An effective strategy is a strategy that leads to harmony between the organization and its environment and supports the achievement of its strategic goals. (Griffin, 2004). By implementing effective strategies, an institution can explore various alternatives to achieve its goals.

From the several theories above, it can be concluded that development strategy is an approach applied by an organization to manage planned changes with support from all parties, including management and employees, to improve and develop the company through short, medium and long term efforts in dealing with change. future.

Transportation Services

Service is a process of fulfilling human needs directly and is intangible, because service is a service business, service can also be said to be a strategy in business (Anggraini, 2018). Service can also be interpreted as an intangible characteristic that can only be felt by the customer's soul, service which is very different from finished goods (Arif, 2010). Meanwhile, transportation services are services provided by transportation service providers to meet the needs of their users (Sistranas, 2005).

Transportation services are a concept that includes a series of activities and processes designed to meet the needs of moving people and goods from one place to another. Overall, the theory of transportation services is a combination of economic, social, technological and environmental principles which aim to create a transportation system that is efficient, sustainable and responsive to community needs.

Service in Islam

The provisions of Allah SWT relating to humans are called sharia, which means the way or law (rules). Of course, the law for Muslims is Islamic law. According to Imam Ghazali, the main aim of the Shari'a is to maintain human welfare which includes protecting their faith (Aqidah), life, reason, offspring and property (maal) (Rifai, et al., 2012). Islam teaches that if you want to provide good business results in the form of goods or services, you should provide quality ones, don't give bad or low-quality ones to other people. Islamic teachings are very strict, the language of quality levels does not only look at the quality of the output, but also pays great attention to the quality of the process. The operation process must be carried out precisely, directed, clear and complete or in other words it must be professional.

From the ashes of Huroiroh ra., Rasulullah SAW has actually said, "Whoever believes in Allah and the Last Day should say good things or keep silent. And whoever believes in Allah and the Last Day, let him honor (respect) his neighbors. And whoever believes in Allah and the Last Day, let him honor (respect) his guests." Another hadith, Rasulullah SAW also said. "The best human being is the one who provides the most benefit to other humans." All of this shows that the quality of service in an Islamic perspective cannot be separated, because to serve well an employee must have honesty, responsibility, be trustworthy, not cheat, serve with wisdom and also not cheat, serve with wisdom and also not forget the afterlife..

METHOD

According to Mamang, E., & Sopiah (2010) Qualitative research is research that uses verbal data and is analyzed without using statistical techniques. The data in this research was interpreted using a descriptive approach, without limiting the research object. This research took place at the Dasstro (Darussalam Transport) company office, which is precisely in the Blokagung Village area, Banyuwangi Regency, East Java Province. Informants in research are people or actors who really know and understand the problem, and are directly involved with the research problem.

The data in this research consists of primary data and secondary data. Primary data was obtained from interviews with informants, namely informants in this research including: Dasstro Company Manager (Darussalam Transport), Dasstro Company Driver (Darussalam Transport), Dasstro Customer (Darussalam Transport), Fiqh Expert Informant (Darussalam Transport). Meanwhile, secondary data was obtained from written sources including books, scientific magazines, articles, sources from archives, personal documents

and official documents relating to the service development strategy of the Dasstro (Darussalam Transport) company.

The validity of the data in this research is determined using credibility criteria (degree of trust). This is intended to prove that what has been collected is in accordance with the reality in the field. So that the data obtained is beyond doubt, this research requires checking the validity of the data by means of Triangulation, namely in the form of source triangulation. Triangulation is a data validity checking technique that utilizes something other than the data for checking purposes or as a comparison of the data (Sugiyono, 2015:68). Researchers recheck all information or notes obtained by comparing it with various sources. Such as comparing observation results with interview results and checking data that has been obtained with various data sources. Meanwhile, data analysis uses the Miles & Huberman interactive model which consists of three activity flows, namely: data reduction, data presentation, and drawing conclusions/verification.

RESULTS AND DISCUSSION

PO Darussalam Transport under the business of thullab is one of the institutions established under the auspices of the Darussalam Blokagung Islamic Boarding School Foundation, Karangdoro, Tegalsari, Banyuwangi, which operates in the economic sector. Apart from being an Islamic boarding school economic institution, PO Darussalam Transport also participates in improving and developing human resources in the tourism sector. The establishment of PO Darussalam Transport began with several thoughts and considerations from caregivers and all Islamic boarding school administrators to establish an institution that specifically handles the economic sector of Islamic boarding schools, with the hope of improving the economy of Islamic boarding schools and the surrounding community as well as helping the performance of educational administrators in improving human resources and quality of education, because education administrators can concentrate more on their field. Therefore, in 2015 all the caregivers and administrators of the Darussalam Islamic boarding school agreed to establish an Islamic boarding school business institution which was then given Dasstro (Darussalam Transport).

In the next development, based on the caretaker's initiative in 2015, PO Dasstro received a business operational permit or legal entity. In May 2015 PO Dasstro officially became a business institution in the tourism sector with the name PO Dasstro. Apart from being an economic enabler, PO Dasstro is also a forum that can educate students in the field of cooperatives, because Islamic boarding schools are not only religious educational institutions, but also educate students to be independent, improve skills in business ventures, train mentally, manage organizations or companies that truly professional and

able to answer challenges in the current era of globalization. As well as improving human resources to achieve a society that is peaceful, peaceful, prosperous and sufficient to meet life's needs.

Implementation of PO Dasstro transportation service development strategy

The strategy for developing transportation services at PO Dasstro that is implemented is 5 (five) things, including tangible (physical evidence), reliability, responsiveness, assurance and a sense of empathy.

1) *Tangibles*(physical evidence)

According to Zeithaml (2011) physical evidence is something that can determine consumers using the service and that good service quality will make consumers more comfortable and satisfied when enjoying it. Consumers responded well to this physical evidence with satisfaction with the new fleet. The existence of the new fleet makes consumers very enthusiastic about ordering the PO Dasstro fleet to travel, both for tourism and religious pilgrimages. This can be proven from the results of interviews with consumers, namely Mrs. Suimah, who stated that she was very satisfied and felt safe and comfortable when traveling using the PO Dastro fleet.

2) *Realibility*(reliability)

The reliability created by PO Dasstro makes the crew play a very important role in showing one's identity, being polite and confident to be able to provide the best service. This was confirmed by Abidin (2010), explaining that reliability is one of the dimensions of quality service. Not only that, PO Dasstro requires prayer and fasting for the crew on duty, because prayer and fasting trains us to be able to carry out all acts of worship and get the benefits of physical calm so that employees hope when traveling long distances, without any problems or things that happen. unexpected. Therefore, the company created a policy that requires employees to pray when the time comes. This will also have strong potential for consumers who are predominantly Muslim and this will result in good feedback for the company given by consumers. Consumers are very enthusiastic about paying attention to the PO Dasstro crew while traveling, this is very good for consumers who feel calm while traveling with the policy that requires prayer and fasting. This is what makes consumers interested in rebooking for tourism or other trips, namely because PO Dasstro drivers always pay attention to prayer times and make the most of their time while traveling.

3) Responsiveness (Responsiveness)

The responsiveness carried out to meet consumer needs with 24 hour admin attracts consumers by providing efficient service. This will result in a good response by providing

24 hour service for consumers, supporting consumers with a fast responsive system and always being on standby 24 hours to serve consumers. According to (Wibowo, 2014) Quality is an important factor that provides a company to its consumers.

4) Assurance (certainty/guarantee)

The guarantee from PO Dasstro of the suitability of the vehicle for travel as proven by always passing the KIR test every 6 months makes this transportation service more developed and well received by consumers. Tjiptono (2011) guarantees are related to employee knowledge and politeness as well as their ability to foster self-confidence in providing confident customer service. In order to show the value of developing a transportation service company in the eyes of consumers, the company implements a transportation service development strategy by creating good service in the form of modifying the service by changing the appearance to a more attractive one. Providing the latest bus fleets and providing supporting facilities such as wifi, pillows, blankets and dispensers are made by PO Dasstro to support all the needs of customers who increasingly want additional facilities in accordance with existing trends.

5) *Empathy*(Empathy)

Empathy This makes it comfortable for consumers to continue ordering and employees serve with courtesy. PO Dasstro always prioritizes employee loyalty towards consumers even though they are facing personal problems. A sense of empathy for customers with an attitude of putting the interests of others before personal interests. PO Dasstro places its business in a place that has really been calculated beforehand, namely located in the center of the village which is very easy to reach by people using transportation services.

Suitability of Implementing the Transportation Service Development Strategy at PO Dasstro from an Islamic Perspective

The strategy for developing transportation services at PO Dasstro is also based on principles that are in accordance with Islamic perspectives, namely shiddiq, creativity, tabligh and istiqomah. This is done by PO Dasstro in developing its business in order to create a sense of satisfaction for customers.

1) *Siddiq*(Honesty)

The value of honesty has been applied in PO Dasstro's business development. This is applied in advertising PO Dasstro, providing an explanation of the details of the program offered, such as the facilities provided, routes, and toll and parking fees.

2) Creative

The form of creativity carried out at PO Dasstro is generating ideas obtained from several ideas by daring to create company services that are superior to other companies. This courage is part of creativity to support more consumers who will come to PO Dasstro. According to Larasati (2015), creativity is creation in the process of creating new ways, new ideas. New service methods must continue to flow for the company's sustainability in developing service functions to meet consumer needs.

1) *Tablighit* means communicative

PO Dasstro tries to convey things correctly and with polite words. PO Dasstro is able to communicate its vision and mission correctly to employees and all related parties in running its business. Apart from that, PO Dasstro tries to come up with new ideas, and must be able to communicate his ideas accurately and easily understood by anyone who listens. This is of course guided by Islamic values.

2) *Istiqomah*

PO Dasstro makes the crew make Istiqomah activities mean being consistent in faith and good values even though they face various temptations and challenges. Istiqomah in goodness is shown with steadfastness, patience and tenacity, so as to produce something optimal. In accordance with its vision, PO Dasstro is ready to serve and help consumers to find comfort in carrying out tourism trips.

CONCLUSION

Based on the results of the research conducted, it can be concluded that: the strategy for developing transportation services at PO Dasstro that is implemented is 5 (five) things, including tangible by providing a new fleet and complete facilities, reliability by providing services precisely and accurately, responsiveness by providing facilities needed by customers, assurance without lies when employees serve customers and a sense of empathy for customers with an attitude of putting other people's interests before personal interests. Apart from that, the strategy for developing transportation services at PO Dasstro is also based on principles that are in accordance with Islamic perspectives, namely siddiq, creativity, tabligh and istiqomah.

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