



Analysis of the Application of Sharia Principles and Service Quality on Consumer Decisions to Stay at Hotel Syariah

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Abstract—The demands of tourists to obtain Sharia-compliant hotel facilities and services have encouraged hoteliers to develop Sharia hotel concepts. This research aims to analyze the influence between the application of Sharia principles and service quality on consumers' decisions to stay at Sharia hotels. Quantitative research methods were used to collect data through surveys of consumers who had remained at the Syariah Rossa Ono Hotel, West Lampung Regency. The data obtained was analyzed using appropriate statistical techniques to understand the influence of the application of sharia principles and service quality on consumer decisions. The results of the analysis show that the application of Sharia principles and service quality have a significant influence on consumers' decisions to choose to stay at a Sharia hotel (p value = 0,000). The implication of this research is the importance of Sharia hotels to pay attention to and improve the application of Sharia principles and service quality to increase consumer attractiveness and trust. This study contributes to understanding the factors that influence consumer preferences in the context of Sharia hotels. It directs the hotel industry to increase its competitiveness in a competitive market.

Keywords: Sharia Principles; Quality of Service; Decision to Stay

1. INTRODUCTION

In this day and age, the development of the business world in Indonesia is increasingly advanced, both businesses in the industrial and service sectors, the lodging business is a business in the service sector. According to Kotler, services are actions or purchasing activities that can be offered by one party to another party, which are basically intangible and do not result in any ownership (Kotler, 2018). Lodging is one of the businesses that operates in the service sector, especially accommodation. Over time, the function of lodging has not only been a place to stay, but now the function of lodging is also a place for business meetings, seminars, wedding parties (receptions), and workshops. , national deliberations, and other activities. The accommodation is used as a place to carry out various activities because it has complete facilities and infrastructure to support various activities carried out by guests (visitors/tourists) (Ayuni et al., 2022).

Hotels are a business that operates in the field of offering services, and the market segment is people who come for the purpose of resting, people who make a temporary stopover and people who stop by for business purposes. Therefore, a clean, comfortable and safe place is a necessity that consumers really need. Every consumer has the right to security, comfort, good information and correct service for what he buys. Along with the development of sharia economic activities, it will certainly have an impact on the service sector business (Makawowor & Dewantara, 2023). Therefore, companies, both services and products, must always develop their business. This is, of course, in applying Sharia principles to run its business, such as culinary with an Islamic concept, Islamic travel, and tourism with a Sharia concept. So that consumers are able to make decisions about making transactions with the company. The Sharia concept is a concept that offers halal products and things that contain Sharia principles (Ritonga et al., 2023). The principles of Sharia are: transactions are carried out on the basis of goods or services that are real, truly exist and are not in doubt; do not contain harm, evil, injustice or immorality, which is prohibited and contrary to Islamic principles, either directly or indirectly; does not contain elements of gharar, deception, cheating, lies, and contains excessive risks; and there is a comprehensive and consistent commitment to implementing the agreement agreed by the relevant parties (Andika & Muhammad, 2023).

Even though Sharia accommodation is a new opportunity in a service-based business, Sharia accommodation service providers cannot necessarily relax and relax. This is because there is much competition for accommodation, especially conventional accommodation. However, there is an online survey which states that Sharia accommodation is not yet the main choice for Muslim tourists when travelling. Based on research conducted by Nurul Huda Watani, of 202 Muslim tourists, only 12.4% chose Sharia accommodation as their place to stay (Huda et al., 2019). Based on this data, Sharia lodging business actors need to conduct a detailed study of the consumer decision-making process in purchasing their products, starting from where the services consumers need to why they buy these services. The studies carried out by these business actors are in order to be able to innovate their services so that they can compete to attract the attention of their consumers (Kotler, 2018). Consumer attention is an important element very important in influencing the decision to buy a product. A purchasing decision is an activity carried out by consumers to purchase a service in order to fulfil their needs and desires. In determining a purchasing decision, consumer intervention cannot be separated. This is because consumer behaviour is what underlies a consumer to make purchasing decisions (Maulina et al., 2023).



Therefore, in the decision to purchase a product, Muslims will usually choose and buy a good or service according to what is prescribed in the Islamic religion. So, when buying an item, you should not only pay attention to the needs and costs incurred, but you also need to pay attention to the extent to which the item consumed will provide benefits (Kusumawati et al., 2020). Based on this, Sharia accommodation must apply Sharia principles and is the most important thing to pay attention to; the ease of convenience that a consumer expects from the services they receive should be a selling point, based on the MUI's fatawa, Sharia hotels are that hotels provide accommodation in the form of rooms in a building which can be equipped with food and beverage services, entertainment activities and other facilities using the principles of Islamic law as regulated and agreed upon by the Indonesian Ulema Council (MUI) (Delina, 2022).

Indeed, good quality service, a clean, comfortable, and safe environment are paramount for consumers. When choosing lodging, consumers expect the highest level of service. It is their fundamental right to experience comfort, safety, accurate and honest information, as well as appropriate treatment or services in exchange for their purchase. Consequently, in the realm of business, prioritizing customer service is imperative, as it significantly determines the success or failure of any lodging enterprise. In a competitive market, consumers have numerous alternatives to select from, which magnifies the significance of quality service. Customers who perceive that the quality of service could be improved are less likely to opt for a particular accommodation. They will explore other options provided by competitors and make comparisons to find an establishment that places a premium on the quality of its services. Consequently, maintaining high standards of service excellence is not merely a preference but a necessity for any lodging business aspiring to thrive and stand out in the market (Pitoy et al., 2021).

Previous research on applying Sharia principles and service quality in consumers' decisions to stay at Sharia hotels still needs to show several limitations that could become research gaps. As far as can be explored from the literature review, research has yet to analyze these factors in this specific context comprehensively. Certain dimensions or aspects may not need to be considered or understood in depth in previous literature. Apart from that, the concept of sharia service quality still requires further clarification, including a clear framework for its measurement. How this concept is interpreted and measured by hotel management and how this may differ from consumer perceptions needs to be studied further. Moreover, the shared influence of applying Sharia principles and service quality on consumer decisions may involve complex interactions that still need to be fully understood. External factors, such as the economic situation or tourism trends, can also play an important role in consumer decisions but have yet to be explored in previous research. Therefore, there is a need for further in-depth and holistic research to fill this knowledge gap, using a methodology that is adequate and relevant to the Sharia hotel context.

Of the many lodging accommodation services in Lampung province, lodgings are starting to emerge that carry the Sharia concept; among these lodging accommodation services is the Syariah Rossa Ono Hotel. The Rossa Ono West Lampung Syariah Hotel is an accommodation that has used the Sharia concept since its inception; apart from that, the owner is happy to continue running his business with the sharia concept for blessings. This research explores the relationship between applying Sharia principles and service quality with consumers' decisions to stay at the Rossa Ono Syariah Hotel, located in West Lampung Regency. The main focus of this research is to investigate how Sharia principles, which involve aspects such as ethics, justice, and compliance with Islamic law, influence consumers' perceptions of the experience of staying at this hotel. Additionally, service quality, including guest service, cleanliness, and facilities provided, will be evaluated to understand how these factors contribute to consumer decisions.

2. RESEARCH METHODS

This research uses a type of quantitative research method with the research object being the decision to stay at the Rossa Ono Sharia Hotel in West Lampung, with the data source used, namely primary data with data collection techniques through distributing questionnaires using a Likert scale (1 - 5). The population in this research is consumers who have stayed at the Syariah Rossa Ono Hotel, West Lampung. The sample size was determined as 150 respondents who were determined using the lameshow formula with a minimum value obtained of 97. Using a non-probability sampling technique with a type of sampling technique, namely purposive sampling. Purposive sampling aims to be able to find samples that match what has been determined (Sugiyono, 2019). The sample criteria in this research are:

- a. Consumers who have stayed once or more than once at the Syariah Rossa Ono Hotel, West Lampung.
- b. Included in the groups (gender, status, age) who are allowed to stay at sharia hotels.

The conceptual framework in this research consists of, First of all, the dimension of compliance with sharia principles. The research will examine how hotels integrate ethics, justice and compliance with Islamic law. These factors are important in creating a stay experience that aligns with Sharia values. Next, the dimensions of service quality will be analyzed by considering guest service, level of cleanliness, and facilities offered by the hotel. The overall quality of these services is considered a critical element that contributes to consumer satisfaction. The consumer decision-making process is the next main focus, where research will investigate how consumer perceptions of the implementation of Sharia principles and service quality influence their decision to stay at the Rossa Ono Syariah Hotel. This involves a deeper understanding of the relationship between consumer perception, satisfaction, and intent to return or recommend the hotel. Finally, this conceptual framework also considers external factors such as economic conditions and tourism trends. These factors are considered external variables that can influence the internal dynamics



between applying sharia principles, service quality, and consumer decisions. The data analysis technique in this research uses multiple linear regression, T-test, and F-test using the SPSS application.

3. RESULTS AND DISCUSSION

3.1 Research Results

3.1.1 T test

The t-statistical test basically shows how much influence an independent variable has in explaining the dependent variable. This partial test is carried out by comparing the α (alpha) value with the p-value. If the p-value $< \alpha$ (0.05), then H_0 is rejected. The results of the t-test in this study are attached in the table below:

Table 1. T Test Results (partial)

Variable	P-Value	Decision
Application of Sharia Principles (X1)	0.007	There is influence
Service Quality (X2)	0, 0 00	There is influence

It is known that the test results in this research are as follows: The application of Sharia principles influences consumer decisions to stay at the Rossa Ono Syariah Hotel, West Lampung Regency, with sig. (0, 007) with a level of $\alpha = 5\%$. Apart from that, the quality of service influences consumer decisions to stay at the Syariah Rossa Ono Hotel, West Lampung Regency, with sig. (0.000).

3.1.2 F test

The results of the F test in this research are as follows:

Table 2. F Test Results (Simultaneous)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	848,384	2	424,192	43,783,000 ^b	
1 Residual	939,776	97	9,688		
Total	1788.160	99			

a. Dependent Variable: Y
 b. Predictors: (Constant), X2, X1

It is known that the F test results show that the independent variable has a P-value of 0.000, where this probability value is below 0.05. Thus, in accordance with the provisions in the test criteria, if the probability value is < 0.05 , then it can be concluded that variables Application of Sharia Principles (X1) and Quality of Service (X2) on Consumer Decisions to Stay at the Rossa Ono Syariah Hotel, West Lampung Regency.

3.1.3 Uji Regresi Linear Berganda

Multiple linear regression analysis was carried out to see which variables most influenced the dependent variable. The results of the multiple linear regression test are shown in the table below:

Table 3. Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	9,351	2,486		3,762,000	
X1	.018	,099	-.020	5,180,007	
X2	,616	,096	,703	6,418,000	

a. Dependent Variable: Y

The results of the multiple linear regression test are as follows:

$$Y = 9.351 + 0.018 X1 + 0.616 X2 + e \tag{1}$$

Based on the multiple linear regression equation above, the following conclusions are obtained:

- $\alpha = 9.351$. This means that if the implementation of Sharia principles and service quality is 0, then the consumer's decision to stay overnight is 7.227.
- Coefficient value $b_1 = 0.018$. This means that if the variable for implementing Sharia principles is increased by 1 unit, then the consumer decision variable to stay overnight increases by 0.018 and vice versa.
- The coefficient value $b_2 = 0.616$. This means that if the service quality variable is increased by 1 unit, then the consumer decision variable to stay overnight increases by 0.616.



Based on the table 3, the service quality variable has the most influence on consumers' decisions to stay at the Syariah Rossa Ono Hotel, West Lampung Regency.

3.2 Discussion

3.2.1 The Influence of Implementing Sharia Principles on Consumer Decisions to Stay at the Rossa Ono Syariah Hotel, West Lampung Regency

After conducting testing and data analysis, variable findings resulted in the application of Sharia principles having a significant influence on the decision to stay at the Syariah Rossa Ono Hotel, West Lampung Regency. This is in line with research by Andika & Muhammad (2023), which shows that several things influence consumer satisfaction in using Sharia hotels, including the application of Sharia principles..

The application of sharia principles in sharia hotels substantially influences the decisions of prospective stayers. Sharia principles, as a collection of Islamic teachings and norms, include ethical, moral and legal guidelines that regulate various aspects of life, including business activities and economic transactions (Al-Barzan, 2021). In the context of lodging, Sharia hotels are directed to provide an environment that is in harmony with Islamic principles, offering sharia-compliant facilities such as prayer rooms, halal food, clothing that covers the private parts, and rejection of alcohol consumption. Groups of individuals who internalize and practice Islamic values in their daily lives tend to look for accommodation experiences that are in line with Sharia principles (Pratomo & Subakti, 2017). The existence of facilities and services that comply with Sharia principles is an important point in choosing a hotel for those who want to follow the rules of ethics, morals and Islamic religious beliefs. In this case, Sharia hotels are an attractive alternative because they allow guests to avoid products and practices that are considered haram in Islam, such as alcohol and food that do not meet halal standards (Saib & Yoseanti, 2022).

Psychologically, comfort and security are also important factors. Staying at a Sharia hotel gives guests confidence that their environment is free from elements that are contrary to Islamic teachings. With accommodation options that follow sharia principles, space is also created to form communities that support each other and have similar values, facilitating social interaction between those who have the same religious orientation (Huda et al., 2019). From an economic perspective, some individuals also support businesses that adhere to Islamic ethical principles, such as integrity in transactions and rejection of usury. Therefore, the influence of implementing Sharia principles in Sharia hotels not only influences the choice of accommodation but also reflects the consistency between religious beliefs and consumption choices, as well as creating opportunities to develop social communities and support ethical business practices in accordance with Sharia principles (Printianto et al., 2019).

The application of sharia principles in sharia hotels also has wider implications in the social and economic context. The use of sharia principles as a basis for hotel operations not only accommodates the needs of religious practices but can also shape deeper social dynamics. This is because people who want a stay experience in accordance with Sharia principles often have similar values, beliefs and social norms. From a social perspective, Sharia hotels can be a place for meetings and interactions between individuals or groups with similar religious orientations. This interaction can facilitate the exchange of experiences, views and information related to religious values, strengthen social networks, and encourage the adoption and maintenance of Islamic teachings (Printianto et al., 2020).

Apart from the social aspects, there are also important economic implications. In an economic context, Sharia hotels can be an example of a business that operates by adhering to Islamic ethical principles. This can attract consumer groups who prioritize compliance with Islamic teachings in economic transactions. With increasing demand for Sharia hotels, the Sharia hotel industry can develop, driving economic growth in the sector. Apart from that, Sharia hotels can also support the development of other related industries, such as the production of halal food textiles according to Islamic rules, as well as other economic sectors that comply with Sharia principles (Rasmuddin & Umar, 2022).

Overall, the application of sharia principles in sharia hotels has a broad and multidimensional impact. Its influence includes religious, social and economic aspects, which influence both the individual experience of a stay and the development of the Sharia hotel industry as a whole. By considering these various dimensions, Sharia hotels can become a top choice for those who wish to integrate religious and ethical values into their stay experience while also contributing to sustainable economic growth.

3.2.2 The Influence of Service Quality on Consumer Decisions to Stay at the Syariah Rossa Ono Hotel West Lampung Regency

After testing and analyzing the data, it was found that service quality variables had a significant influence on the decision to stay at the Syariah Rossa Ono Hotel, West Lampung Regency. This is in line with research conducted by Saodin (2021), which shows that Sharia Service Quality has a significant influence on Consumers' Staying Decisions at the Syariah Nusantara Hotel in Bandar Lampung. The relationship between the two is positive, where the better the quality of Sharia service received by consumers who stay, the greater the consumer's decision to stay at the Syariah Nusantara Hotel in Bandar Lampung..

The influence of service quality on consumers' decisions to stay at Sharia hotels is a critical aspect of understanding consumer preferences and behaviour in the context of accommodation that prioritizes Sharia principles. Service quality is one of the main factors that influences consumer perception and satisfaction, which in turn can influence the decision to choose and maintain a particular hotel (Kamal et al., 2021). Quality service in the context of



Sharia hotels includes various elements, such as friendly service, cleanliness and tidiness, security, responsiveness to guest needs, and fulfilling religious needs in accordance with Sharia principles. Good and adequate service in accordance with Sharia standards will provide a sense of trust and satisfaction to consumers who prioritize compliance with Islamic teachings (Marina Zulfa & Ficha Melina, 2022).

Friendly and responsive service reflects the Sharia Hotel's commitment to providing guests with a pleasant and adequate stay experience. Willingness to help and answer questions well will increase guest confidence in the hotel. The involvement of hotel staff in providing information regarding Sharia facilities, such as the location of prayer rooms, halal food menus, and Sharia-compliant behaviour guidelines, is also an important factor influencing consumer decisions. Hotel cleanliness and tidiness are also important factors in service quality. Consumers want an environment that is clean, orderly, and in accordance with Islamic hygiene principles. Sharia hotels that ensure cleanliness and tidiness in accordance with Islamic teachings will be more appreciated by consumers who prioritize cleanliness aspects in their decision to stay (Andika & Muhammad, 2023).

Apart from that, the security aspect also plays a vital role. Sharia hotels that provide a safe and comfortable environment in accordance with Sharia principles will increase consumer confidence and provide them with the sense of comfort they need during their stay (Yulia, 2023). Fulfilling religious needs, such as providing places of worship, disseminating information regarding prayer times, and providing halal food and drinks, is also a very important element of service quality. Sharia hotels that ensure the fulfilment of religious needs will receive appreciation from consumers who want to comply with Sharia principles during their stay. Overall, good service quality and compliance with Sharia principles have a significant influence on consumers' decisions to stay at Sharia hotels. Service that is adequate, friendly, and meets religious needs in accordance with Sharia principles will help support a satisfying stay experience, which in turn can increase consumer loyalty and recommendations for the Sharia hotel (Maulidina, 2021).

The level of consumer satisfaction is a direct result of the quality of service received. This satisfaction will influence consumers' decisions to return to staying at a Sharia hotel in the future or even recommend it to others. Therefore, Sharia hotels must ensure that the services provided not only meet standards but also exceed consumer expectations. One of the factors that influences consumer decisions is the positive experience during their stay. Good interaction between hotel staff and guests, speed of service, and ease of the check-in and check-out process are elements that can create a satisfying stay experience. The quality of service desired by consumers also includes the ability of hotel staff to provide accurate information and help in meeting individual needs (Bhuian, 2021).

It is also important to consider the importance of feedback and reviews from previous consumers. Positive reviews can improve the image of Sharia hotels, establish a good reputation, and indirectly influence the decisions of potential consumers. Therefore, responding to consumer feedback quickly and effectively is a wise strategy for maintaining and improving service quality. Apart from that, the integration of technology in providing services is also an important factor. Sharia hotels that use technology to simplify reservations, personalize services, or provide relevant information to guests can improve efficiency and service quality. Technology can also help in providing information regarding Sharia facilities available in hotels, making it easier for guests to fulfil their religious needs. Finally, understanding and responding to consumer needs and preferences is the main key to improving service quality. Sharia hotels need to continue to innovate and adapt to consumer expectations and demands, both in terms of service and implementation of Sharia principles, to ensure that consumers are satisfied and choose to return to stay at the hotel in the future.

3.2.3 The Influence of of Implementing Sharia Principles and Service Quality on Consumer Decisions to Stay at the Syariah Rossa Ono Hotel West Lampung Regency

The reseach show that the F test results show that the independent variable has a P-value of 0.000, where this probability value is below 0.05. Thus, in accordance with the provisions in the test criteria, if the probability value is <0.05 , then it can be concluded that variables Application of Sharia Principles (X1) and Quality of Service (X2) on Consumer Decisions to Stay at the Rossa Ono Syariah Hotel, West Lampung Regency.

Applying sharia principles in the hotel industry, especially in sharia hotels, is an issue that has emerged in an increasingly diverse global market. To meet the needs of Muslim consumers who wish to stay by their religious beliefs, Sharia hotels face the critical task of ensuring that Sharia principles are implemented in their operations. This includes preparing halal food and drinks, providing prayer space, and regulations that follow Islamic teachings (Ayatina et al., 2021). Muslim consumers, in their search for accommodation that aligns with their religious beliefs, demonstrate a deep desire to experience accommodation that is in line with Sharia principles. This desire is not solely about practical aspects such as halal food or available prayer space. This is a more profound expression of the aspiration to feel comfort and peace in an environment that reflects their values. When they travel, Muslim consumers often face ethical dilemmas regarding accommodation choices, and Sharia hotels provide solutions that suit their religious beliefs. They look for a place that allows them to carry out their worship in peace and feel that the entire accommodation experience supports their compliance with Islamic law (Delina, 2022).

In this context, Muslim consumers often value Sharia hotels as more than just a place to stay; they see it as a means to strengthen their spiritual ties. This includes comfortable prayer spaces they can easily access, facilities that do not violate Sharia principles, such as alcohol or non-halal food, and gender segregation in swimming pools or fitness centers. This desire to avoid situations that conflict with sharia principles plays a central role in choosing sharia hotels as their accommodation choice. Therefore, Sharia hotels that successfully create an environment that combines



strong Sharia principles with good service quality meet Muslim consumers' deep and complex needs who are increasingly aware of their religious values in their travels (Delina, 2022).

In their journey to find accommodation that aligns with their religious values, Muslim consumers understand the importance of consistency in Sharia principles implemented by Sharia hotels. They seek assurances that a hotel is a place that genuinely respects and adheres to the principles of the Islamic religion in all aspects of its operations. This is why Sharia hotels that adhere to solid Sharia principles have the opportunity to build an excellent reputation among Muslim consumers. This reputation is crucial in influencing consumers' decisions to choose Sharia hotels. Consumer trust is one aspect that is highly considered in their accommodation selection process, and a hotel's reputation as a place that consistently adheres to religious principles creates a strong appeal. Consumers want to feel safe and confident that a hotel's compliance with Sharia principles is not just an appearance but an integral part of the hotel's operational identity and culture (Ridlo, 2021).

However, it is essential to remember that building a reputation as a Sharia hotel that consistently complies with Sharia principles is a challenging task. This involves a deep understanding of Islamic law, cooperation with religious authorities, and significant investment in staff training. Hotel management must integrate religious principles into every aspect of their operations and continuously monitor and assess their level of compliance. A good reputation among Muslim consumers also means that Sharia hotels can maintain and expand their market share. Satisfied consumers often become brand ambassadors for the hotel, leaving positive reviews and recommending the hotel to their friends and family. In a world increasingly connected through social media and online reviews, a hotel's reputation can thrive or plummet, depending on the consumer's experience. Therefore, maintaining a positive reputation regarding Sharia principles is crucial in maintaining the attractiveness of Sharia hotels in the eyes of Muslim consumers, who are increasingly intelligent and critical in choosing accommodation that suits their religious values (Zulfikri & Farihah, 2023).

Service quality is critical in influencing consumer decisions when choosing accommodation, including Sharia hotels. Consumers expect that when they stay somewhere, the facilities comply with Sharia principles and meet high standards. Clean facilities, good room quality, and comfort and safety during your stay are the key elements highlighted. Sharia hotels that succeed in providing clean and well-maintained facilities create a pleasant environment for consumers. Cleanliness is one of the aspects that consumers pay the most attention to, mainly because it is related to hygienic principles in Islam. When consumers enter their rooms, they want to feel comfortable and safe, with unmatched cleanliness. Good room quality, including quality furniture and attractive interior design, is also a factor that significantly influences consumer satisfaction. However, service quality is related to more than just technical aspects. It is also essential that hotel staff are friendly, responsive and ready to help. Interaction with staff is one of the main experiences shaping consumers' perceptions of a hotel. Staff who can provide good service with a smile, answer questions, and respond to consumer needs quickly and efficiently are highly valued (Xu et al., 2022).

As technology develops, consumers also increasingly value ease of access and convenience. Sharia hotels that provide efficient online services, such as easy reservations via websites or apps, also have an advantage. For consumers, the ease of planning their trip can significantly influence their decision to choose a hotel. Good service quality is the key to achieving high customer satisfaction. Consumers who feel that they are treated well and that the facilities they enjoy are commensurate with the costs they pay tend to feel satisfied. That means they are more likely to return to the same hotel on subsequent visits and recommend it to others. In a broader view, service quality is one of the elements that differentiates Sharia hotels from their competitors in the hotel industry. Sharia hotels that combine high service quality with strong Sharia principles have an excellent opportunity to attract the attention and gain the loyalty of increasingly discerning and exclusive Muslim consumers. Success in providing consistent service quality is an essential foundation for building a positive reputation and maintaining the attractiveness of Sharia hotels (Kamal et al., 2021).

Sharia hotels that implement high service quality have recognized that customer satisfaction is not only about meeting customer expectations but also about exceeding these expectations. Clean facilities, good room quality and comfort are the starting points in the consumer experience journey. It is important to note that service quality in the context of Sharia hotels includes more than technical aspects such as cleanliness and service efficiency. It also includes social and cultural dimensions that play an essential role in providing experiences that serve Muslim consumers' spiritual and practical needs (Pitoy et al., 2021). When consumers enter a Sharia hotel, they want to feel warmly welcomed. They value hotel staff who deeply understand their religious and cultural values. The staff's responsiveness to the specific needs of Muslim consumers, such as scheduling prayer times or meals by Islamic law, is a concrete example of high service quality. Interaction with hotel staff also creates an immersive experience. The warmth and friendliness of the staff, who are willing to answer questions and provide assistance, often help reduce travel stress and make consumers feel more comfortable during their stay. This is important in building a positive relationship between hotels and consumers. In the era of social media and travel review sites, consumer experience also plays a vital role in shaping a hotel's image. Positive reviews from satisfied consumers strengthen a hotel's reputation and increase its appeal to potential customers. Conversely, negative reviews can significantly impact a hotel's image and cause potential consumers to choose other alternatives (Delina, 2022).

Apart from that, Sharia hotels that can meet consumer expectations with high service quality can build consumer loyalty. Satisfied consumers tend to return to the same hotel on subsequent visits. They are also more likely to recommend the hotel to their friends and family looking for accommodation that complies with Sharia principles.



Thus, good service quality not only results in current consumer satisfaction but also contributes to the long-term business growth of Sharia hotels. In a broader view, high service quality is a critical element that differentiates Sharia hotels from their competitors in the hotel industry. In increasingly fierce competition, Sharia hotels that successfully combine robust implementation of Sharia principles with exceptional service quality will likely win the hearts and businesses of increasingly discerning and exclusive Muslim consumers. Success in providing an experience that includes technical and socio-cultural aspects is an essential basis for building a positive reputation and maintaining the attractiveness of Sharia hotels (Rasoky, 2020).

Harmonization between the application of Sharia principles and high service quality is the basis for the success of Sharia hotels, which industry players increasingly emphasize. This is about providing facilities by religious principles and aligning religious values with high service standards. Sharia hotels that successfully create this harmonization recognize that solid implementation of Sharia principles is the foundation, but it is not the only aspect that needs to be considered. Religious principles must guide every aspect of hotel operations, from planning food menus to managing public facilities that meet the needs of Muslim consumers. However, strict implementation of sharia principles should not come at the cost of sacrificing service quality. On the other hand, good service quality is essential to understanding consumer satisfaction. A satisfactory consumer experience involves many factors, from comfort during the stay to staff responsiveness, which must be maintained consistently (Ali et al., 2021).

This harmonization also includes aspects of staff training. Hotel staff must understand Muslim consumers' cultural and religious sensitivities and be facilitators in providing services that align with their religious values. Therefore, in-depth and ongoing training is a must. In the reality of the competitive hospitality industry, harmonization between sharia principles and service quality is the key to winning the hearts and businesses of increasingly discerning and exclusive Muslim consumers. Sharia hotels that can offer a good combination of consistent application of religious principles and high-quality service tend to have stronger appeal in the market. This long-term investment pays off because building a positive image and maintaining consumer loyalty is critical to the long-term success of Sharia hotels. It is also important to remember that Sharia hotels are part of the ever-changing hospitality industry. Consumer preferences may vary, regulations may evolve, and competition may intensify. Therefore, continuous adaptation and the ability to integrate Sharia principles with high-quality services are essential in maintaining the relevance and attractiveness of Sharia hotels in this changing market (Maulidina, 2021).

Consumers' decisions to stay at Sharia hotels are significantly influenced by the extent to which they feel the hotel successfully combines Sharia principles with high service quality. When considered together, these factors shape the consumer's perception of the hotel, which determines whether they choose that hotel or seek another alternative. Consumers' perceptions of Sharia hotels are often strengthened through their personal experiences during their stay. This includes initial impressions upon entering the hotel, interactions with staff, quality of rooms and public facilities, and quality of food and drinks provided. When consumers feel that a hotel meets or exceeds their expectations in all these aspects, their satisfaction levels tend to be high (Mariyanti et al., 2018).

However, the more profound influence is related to applying sharia principles. Muslim consumers often seek hotel policies and practices that align with their religious values. These include the provision of halal food, gender segregation in public facilities, easily accessible prayer rooms, and the avoidance of haram elements in the hotel environment. Hotels that consistently integrate these principles into their operations create strong trust among Muslim consumers. A hotel's reputation also plays a significant role in shaping consumer perceptions. Online reviews, recommendations from friends or family, and other consumer experiences often determine consumer decisions. Positive reviews about a hotel's compliance with Sharia principles and good service can persuade consumers to choose that hotel. In a broader context, consumers' perceptions of Sharia hotels can also influence their views of the entire hotel industry. Suppose consumers feel that Sharia hotels can provide accommodation experiences that align with their religious values without sacrificing service quality. In that case, they tend to have a favorable view of the Sharia hotel concept. This could positively impact the sector's growth and encourage other hospitality companies to adopt similar practices. As technology and online connections develop, consumers increasingly have access to information and reviews. Therefore, Sharia hotels need to understand the power of consumer influence in this digital era. Ensuring online reviews and recommendations reflect positive consumer experiences is critical to maintaining and expanding the Sharia hotel market share in an increasingly transparent and consumer-centric marketplace.

Apart from the significant influence that online reviews and recommendations have, another factor that contributes to consumers' decisions to choose Sharia hotels is personal recommendations from friends, family or acquaintances who have stayed at the hotel. These recommendations are often considered a trustworthy source of information because they come from individuals who have experienced firsthand the experience of staying at the hotel. In this context, it is important to realize that Muslim consumers tend to share their experiences with their peers who have similar needs in travel. This creates a powerful network of personalized recommendations based on religious values. A consumer who feels that the sharia hotel they choose provides a positive experience in terms of sharia principles and service quality is likely to recommend the hotel to friends or family who are looking for similar accommodation. Personal recommendations like these often have a significant impact on the decisions of other consumers. They create a sense of confidence and trust in selecting accommodation that is in line with religious beliefs. A positive experience shared by someone who has stayed at a Sharia hotel can persuade other consumers to make the same decision. In the era of social media, the influence of personal recommendations has grown significantly. Consumers now have a platform to share their experiences with a wider audience. Posting photos or reviews on social



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