



Exploring the Shariah-Compliant Hotel Market: Meeting the Needs of Muslim Travelers

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Abstract—This study explores the dynamics of guest preferences and satisfaction within the context of Sharia-compliant hospitality, using data from 445 verified reviews at The Sahira Hotel. Employing a descriptive-analytic methodology, the research utilizes visitor data extracted from Agoda's review platform, focusing on room preferences, stay duration, and satisfaction ratings. The dataset was systematically filtered, cleaned, and categorized to ensure relevance and accuracy before conducting qualitative and quantitative analyses. Key findings reveal significant trends in visitor demographics and preferences. Families with young children and teenagers strongly preferred spacious accommodations, particularly the Family Deluxe Triple, accounting for over 35% of such bookings. In contrast, solo travelers, representing 20% of the dataset, favored functional and affordable options like the Deluxe Twin. Ratings analysis revealed the Deluxe Twin as the most highly rated room type, receiving over 40% "Exceptional" ratings. Short stays dominated the data, with 60% of guests staying for one night, emphasizing the importance of high-quality service for transient visitors. The study also underscores the significance of cultural and religious considerations, such as Halal-certified amenities and gender-sensitive spaces, in enhancing guest satisfaction. By aligning operational strategies with these insights, the findings provide actionable recommendations for optimizing marketing efforts, improving service delivery, and ensuring consistent guest satisfaction. This research contributes to the broader discourse on integrating cultural sensitivity with modern hospitality practices, offering a pathway for sustainable growth in the competitive halal tourism market.

Keywords: Sharia-Compliant Hospitality; Islamic Hotels; Service Quality; Guest Satisfaction; Room Preferences

1. INTRODUCTION

The Islamic hotel market represents a burgeoning segment within the global hospitality industry, driven by the increasing demand for services that align with Islamic principles. This market caters to the unique preferences of Muslim travelers, emphasizing Sharia-compliant amenities, such as Halal-certified food, gender-segregated facilities, and prayer accommodations (Alsharari, 2020). Addressing these specific needs enhances guest satisfaction and fosters inclusivity in tourism. The growing awareness of ethical consumption and cultural authenticity among travelers has further positioned Islamic hotels as pivotal in the broader halal tourism ecosystem (Alam et al., 2023; Rachmiatie et al., 2022; Z. A. Sulaiman et al., 2022). Such establishments transcend mere accommodation, serving as cultural touchpoints reinforcing Islamic identity while promoting sustainable practices. This niche market holds significant economic growth and intercultural exchange potential by integrating religious adherence with contemporary hospitality standards. Analyzing its dynamics reveals an opportunity to innovate while preserving traditional values, ensuring its relevance in an increasingly globalized world.

Understanding the Islamic hotel market has become increasingly crucial due to the rapid growth of halal tourism and its substantial economic and cultural implications. This sector addresses a specific demand for travel experiences that align with Islamic values, reflecting a significant shift in global consumer preferences (Arasli et al., 2023; Feizollah et al., 2021; Jia & Chaozhi, 2020; Ratnasari et al., 2020). The absence of adequate infrastructure and tailored services for Muslim travelers highlights a critical gap that, if unaddressed, may hinder the development of this promising niche (Papastathopoulos et al., 2021). By exploring the interplay between religious adherence and modern hospitality standards, this research underscores the strategic importance of aligning business practices with the expectations of a diverse and expanding demographic. The findings have the potential to inform policy formulation, guide industry innovation, and foster sustainable growth within the halal tourism ecosystem. Identifying these priorities enables a more inclusive approach to tourism development, ensuring cultural sensitivity and market competitiveness.

This research aims to critically investigate the Islamic hotel market to understand better its potential to fulfill the specific preferences of Muslim travelers. The focus is identifying critical elements of Sharia-compliant hospitality, including operational practices, customer expectations, and market dynamics, to bridge gaps in the service provision (Shnyrkova & Predvoditeleva, 2022). A comprehensive exploration of these aspects allows for a nuanced understanding of how religious adherence integrates with contemporary tourism trends (Isa et al., 2020). Such an approach not only addresses the practical needs of this demographic but also contributes to advancing global hospitality standards by incorporating cultural and ethical dimensions. This study seeks to support strategic decision-making within the industry by providing actionable insights and fostering innovation and inclusivity while enhancing market competitiveness. Through this process, the research underscores the broader implications of aligning tourism with cultural authenticity and sustainability.



This study contributes to theoretical advancements by offering a nuanced framework for understanding the intersection of religious principles and modern hospitality practices within the Islamic hotel market. Exploring the unique dynamics of Sharia-compliant accommodations enriches the conceptual discourse on culturally sensitive service models and market segmentation (Trisnaningtyas et al., 2021). Such insights challenge conventional paradigms in tourism studies, advocating for a more inclusive approach that respects diverse consumer identities (Alfiando et al., 2023). The integration of Islamic values into hospitality theory underscores the importance of aligning operational practices with ethical and cultural considerations, thereby broadening the applicability of existing frameworks. This perspective deepens the theoretical understanding of halal tourism and provides a foundation for further scholarly inquiry into how faith-based principles influence economic and social interactions. Ultimately, the study enhances the academic dialogue on the evolving relationship between culture, religion, and global market trends.

The findings of this study hold significant practical implications for stakeholders in the hospitality and tourism industry, particularly in the development and management of Islamic hotels. By identifying key consumer preferences and operational benchmarks rooted in Sharia principles, this research provides actionable insights for enhancing service quality and aligning offerings with the expectations of Muslim travelers (Y. Sulaiman et al., 2023). Such alignment fosters customer satisfaction and strengthens brand loyalty within an expanding market segment. Moreover, the study highlights the importance of cultural sensitivity and ethical practices as competitive differentiators in a globalized industry (Alam, Ratnasari, Prasetyo, et al., 2024). Integrating these elements into business strategies enables service providers to address unmet needs, innovate product designs, and attract a broader demographic. Applying these insights supports sustainable growth, economic diversification, and the promotion of inclusive tourism practices, thereby contributing to the overall competitiveness and resilience of the hospitality sector.

The current body of knowledge on the Islamic hotel market reflects a growing emphasis on integrating Sharia principles into hospitality services to address the unique preferences of Muslim travelers. Existing studies have explored various dimensions, including the operationalization of halal standards, the role of cultural and religious authenticity in shaping consumer behavior, and the economic potential of this niche within the broader tourism sector (Aysan & Syarif, 2024; Pamukcu & Sariisik, 2021). While these contributions have laid a strong foundation, a gap exists in systematically linking theoretical insights with practical applications, particularly in understanding how global market trends influence localized service delivery (Qurtubi et al., 2021; Shahabuddin et al., 2020). Addressing this gap requires a multidisciplinary perspective incorporating cultural studies, business strategy, and tourism management. Advancements in this field promise to refine industry practices and inform policy decisions to foster inclusivity and ethical standards. As such, this evolving discourse highlights the need for continued inquiry that bridges conceptual understanding with real-world applications in the context of halal tourism.

Previous studies have extensively examined the concept of halal tourism, with a particular focus on consumer preferences, marketing strategies, and the operationalization of Sharia-compliant services within the hospitality sector. These investigations have provided valuable insights into the characteristics and expectations of Muslim travelers, highlighting the importance of ethical standards and cultural authenticity in service delivery (Halim & Baroroh, 2021; Muharam & Asutay, 2022). However, despite progress, a critical research gap remains in addressing how Islamic hotels adapt to global market pressures while maintaining adherence to religious principles. This gap is particularly pronounced when integrating technological advancements and sustainability practices into Sharia-compliant frameworks (Suci et al., 2021; Yağmur & Aksu, 2021). Addressing this issue necessitates a deeper understanding of how these elements can coexist without compromising the core values of Islamic hospitality. Filling this gap enriches academic discourse and supports the industry's evolution, ensuring it remains competitive and aligned with the dynamic needs of a diverse global demographic.

Future research should delve deeper into integrating technological innovation and sustainability within the framework of Sharia-compliant hospitality services. Exploring how advancements such as artificial intelligence, blockchain, and eco-friendly practices align with Islamic values offers significant potential for enhancing Islamic hotels' operational efficiency and ethical dimensions. A comparative analysis of consumer behavior across different cultural and geographical contexts could provide valuable insights into regional variations in preferences and expectations. This approach would help identify scalable strategies while preserving the authenticity of localized experiences. Investigating the long-term economic and social impacts of the Islamic hotel market on the broader tourism industry would also contribute to a more comprehensive understanding of its role in fostering inclusive and sustainable tourism practices. Addressing these areas would strengthen theoretical frameworks and offer practical guidance for industry stakeholders aiming to adapt to an evolving global landscape.

2. RESEARCH METHODS

2.1 Research Framework

This study employs a descriptive-analytic methodology to examine data from Agoda's review platform, aiming to analyze the characteristics of the Islamic hotel market segment. By systematically managing and interpreting customer reviews, this approach facilitates the identification of key themes and trends that define consumer preferences and expectations within the Sharia-compliant hospitality sector. Such a method is particularly effective in capturing qualitative insights from user-generated content, which provides a rich source of authentic and unfiltered feedback.



The reliance on real-world data underscores the practical relevance of the analysis, offering a nuanced understanding of market dynamics. This process highlights the distinct attributes of the Islamic hotel segment and underscores the value of leveraging digital platforms as tools for market research. Ultimately, this methodology enhances the precision and applicability of findings, contributing to more targeted and culturally informed strategies in the hospitality industry.

This study's data collection and analysis process is structured systematically to ensure accuracy and reliability. Initially, data is sourced from the Agoda platform, focusing specifically on customer reviews related to Islamic hotels. This step involves filtering the dataset to exclude irrelevant entries and ensure alignment with the research objectives. Subsequently, the data undergoes preprocessing, including cleaning, categorization, and organization, to prepare it for detailed examination. The analytic phase employs qualitative and quantitative techniques to extract patterns, themes, and insights contextualized within the broader framework of Sharia-compliant hospitality. This multi-layered approach ensures that the data is representative and can reveal nuanced trends in consumer preferences. By adhering to a systematic workflow, this method enhances the validity of the findings and provides a robust foundation for actionable conclusions.



Figure 1. Flowchart of Research Process

Figure 1 outlines the systematic sequence of steps in the research process to ensure a comprehensive and structured analysis. The process begins with the initiation phase, followed by data collection, where relevant information is sourced systematically from a specified platform. This is succeeded by a data filtering phase, in which irrelevant or redundant information is removed to maintain the quality and relevance of the dataset. The filtered data then undergoes preprocessing, cleaning, organizing, and preparation for in-depth analysis. The analysis phase involves applying specific methods to extract patterns, insights, and trends from the refined dataset. Finally, the process synthesizes findings, providing a coherent and informed outcome supporting the study's objectives. Each step in the flowchart is interlinked, reflecting a logical progression that emphasizes accuracy, efficiency, and alignment with the research goals.

The dataset utilized in this research comprises 445 verified customer reviews collected from The Sahira Hotel, which reflect the diverse experiences of its guests. This dataset includes key variables such as visitor type, room type, length of stay, ratings, and review content, offering a comprehensive view of customer satisfaction and preferences. Such a rich and verified dataset is instrumental in ensuring the reliability and validity of the analysis, as it provides insights into authentic customer experiences. Including qualitative feedback alongside quantitative ratings enables a nuanced understanding of the factors contributing to guest satisfaction, particularly within a Sharia-compliant hospitality model. By analyzing these reviews systematically, the study identifies trends, patterns, and areas for improvement, which hold significant implications for advancing service quality and customer engagement strategies. This dataset is a robust foundation for examining the dynamics of the Islamic hotel market and informing evidence-based recommendations for industry practices.

Sahira Hotel Syariah offers a refined blend of comfort and sophistication, catering to solo travelers seeking a tranquil yet modern retreat. The property features lush green gardens, a refreshing swimming pool, and convenient shuttle services, providing an ideal relaxing environment and easy access. Its on-site restaurant serves a diverse selection of delectable dishes, complementing the hotel's dedication to high-quality hospitality. Spacious rooms are thoughtfully equipped with air conditioning, complimentary Wi-Fi, modern showers, premium toiletries, and plush towels, ensuring a luxurious stay. Select accommodations offer breathtaking views of nearby mountains or vibrant streets, enhancing the overall guest experience. Situated near popular attractions such as Taman Sempur, Marcopolo Water Adventure, and Sempur Skatepark, the hotel combines a serene atmosphere with proximity to key tourist destinations. By delivering exceptional amenities, a peaceful ambiance, and strategic accessibility, Sahira Hotel Syariah establishes itself as a premier choice for solo travelers seeking a memorable and stylish lodging experience.

3. RESULTS AND DISCUSSION

3.1 The Sahira Hotel Segment Based on Reviews Dataset

The Shariah-compliant hotel market has emerged as a vital segment within the global tourism industry, driven by the increasing demand for accommodations that align with Islamic principles. This research investigates the preferences and behaviors of Muslim travelers, highlighting the critical role of Shariah-compliant features such as Halal-certified dining, gender-segregated facilities, and prayer accommodations in meeting their needs. Using data from 445 verified reviews at The Sahira Hotel, this study employs a descriptive-analytic methodology to examine visitor demographics, room preferences, length of stay, and satisfaction ratings. The findings reveal that families and solo travelers represent



significant segments, with families favoring spacious accommodations like the Family Deluxe Triple and solo travelers preferring functional options like the Deluxe Twin. High ratings for rooms with superior amenities and consistent service demonstrate the importance of aligning offerings with cultural and religious expectations. By addressing gaps in service quality and leveraging insights into traveler preferences, Shariah-compliant hotels can enhance guest satisfaction and foster loyalty. The study underscores the need for strategic marketing and operational improvements tailored to this growing market, contributing to the advancement of halal tourism as a sustainable and inclusive sector. These insights provide a framework for integrating Islamic values with modern hospitality standards, ensuring that the evolving needs of Muslim travelers are effectively met in an increasingly competitive global landscape.

Understanding the market segmentation of Sharia-compliant hotels plays a pivotal role in shaping decision-making processes related to effective marketing strategies and the provision of tailored products and services. By identifying specific customer needs and preferences, this knowledge enables businesses to align their offerings with the expectations of target demographics, thereby enhancing customer satisfaction and loyalty. A well-informed approach to segmentation also facilitates allocating resources toward initiatives that yield maximum impact, ensuring efficiency and competitiveness in a dynamic market. This alignment between market insights and operational strategies fosters the development of culturally sensitive and relevant hospitality services and positions the business to capitalize on emerging opportunities within the growing halal tourism industry. Ultimately, integrating segmentation insights into strategic planning enhances the capacity of Sharia-compliant hotels to meet guest expectations while driving sustainable growth and differentiation in an increasingly competitive global marketplace.

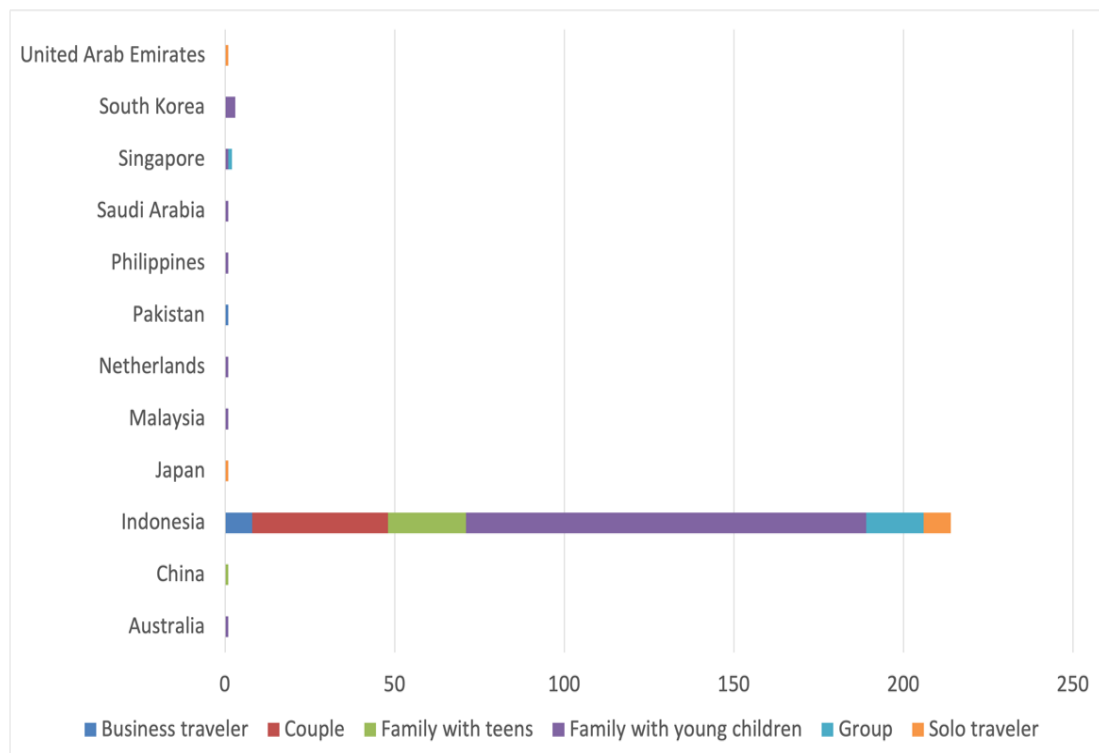


Figure 2. Visitor Type based on Country of Origin (228 Accounts)

Figure 2 illustrates the distribution of visitor types based on their country of origin, offering insight into the diversity of guests at the hotel. The data highlights Indonesia as the dominant source of visitors, encompassing a wide range of traveler categories, including families with young children, families with teenagers, solo travelers, and groups. Other countries, such as Malaysia, Japan, and China, contribute significantly to the guest demographic, albeit with a narrower representation of visitor types. Notably, solo travelers and families appear prominently across multiple countries, reflecting the hotel's broad appeal and ability to cater to distinct preferences and needs. This variation underscores the importance of tailoring marketing strategies and service offerings to meet the expectations of different segments. By analyzing these patterns, the figure emphasizes the need for a targeted approach to customer engagement, ensuring that the diverse requirements of international and domestic travelers are effectively addressed to enhance their overall experience.

The dominance of local visitors at the hotel, with the majority originating from Indonesia, underscores a robust domestic appeal that necessitates marketing strategies and service offerings tailored specifically to local preferences. This alignment with domestic expectations will likely enhance guest satisfaction and foster loyalty among repeat visitors. Additionally, the diverse range of traveler types, including families with young children, families with teenagers, solo travelers, and groups, reflects the hotel's broad demographic reach. The prominence of family and solo



travelers further emphasizes the importance of designing services that address both collective activities and personalized experiences. While domestic visitors dominate, international guests from Malaysia, Japan, and China highlight the hotel’s potential to attract global travelers, necessitating culturally sensitive approaches to meet their unique expectations. The frequent occurrence of solo travelers and families across multiple origins reveals these segments as critical contributors to occupancy rates, likely driven by the hotel’s family-friendly amenities and tranquil environment for solo guests. This diverse guest profile underscores the need for segmented marketing strategies, with domestic visitors prioritizing convenience and affordability while international guests seek cultural authenticity and unique offerings. Such a multifaceted approach positions the hotel to effectively cater to its diverse clientele while strengthening its competitive edge in domestic and international markets.

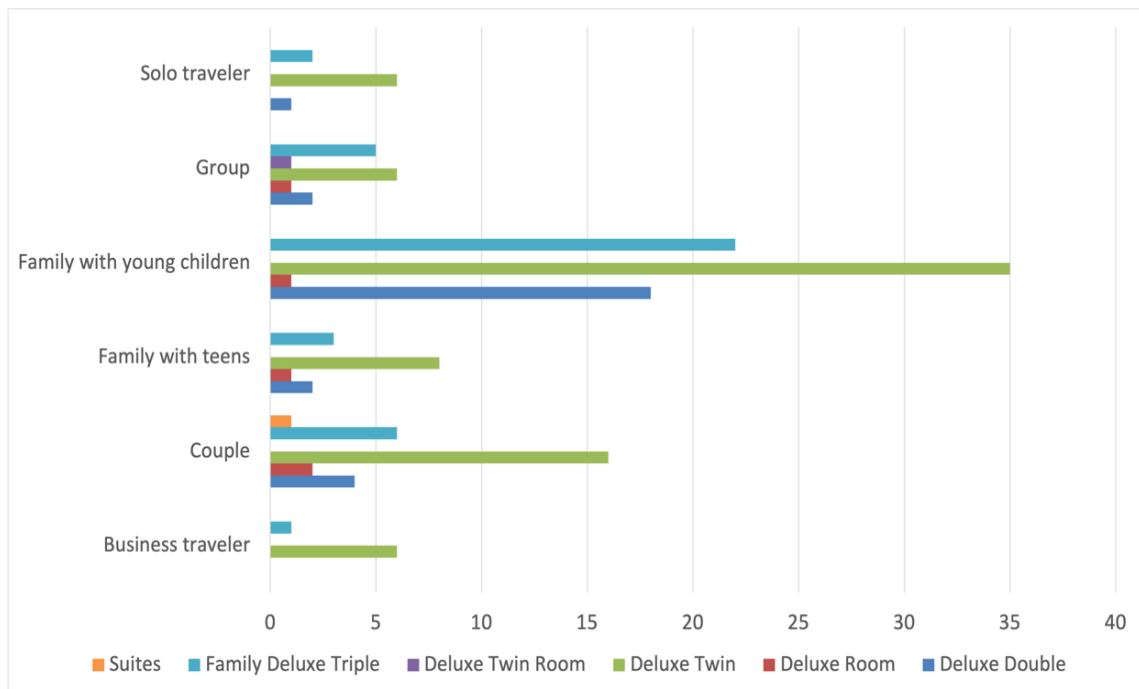


Figure 3. Room based on Visitor Type (150 Accounts)

Figure 3 illustrates the distribution of room preferences among various visitor types, providing valuable insights into guest behavior and accommodation trends. Families with young children prefer the Family Deluxe Triple room, reflecting their need for spacious and family-oriented accommodations. Similarly, families with teenagers also favor more significant room types, such as the Deluxe Twin, which offers greater capacity and flexibility. Couples predominantly choose the Deluxe Room or the Suite, indicating their preference for more intimate and luxurious settings. Solo travelers, while fewer in number, tend to select the Deluxe Twin or Double, likely prioritizing affordability and functional amenities. Business travelers, though a smaller segment, tend toward rooms offering privacy and convenience, such as the Deluxe Double. This data highlights the importance of tailoring room options to specific demographic needs, as preferences vary significantly among visitor types. By aligning room offerings with the distinct requirements of each segment, the hotel is better positioned to enhance guest satisfaction and optimize room occupancy rates, ensuring both profitability and a personalized customer experience.

The implications of room preferences are critical for strategic planning in hospitality management, particularly in tailoring services and optimizing revenue. The preference of families with young children for Family Deluxe Triple rooms highlights the need for spacious accommodations that cater to family needs, such as extra beds and child-friendly features. This segment represents a lucrative opportunity for upselling family-oriented packages and services. Families with teenagers leaning toward Deluxe Twin rooms suggest demand for versatile options that balance space and affordability, guiding room configuration and pricing strategies. Couples' inclination toward Suites and Deluxe Rooms indicates a desire for privacy and luxury, underscoring the importance of premium offerings and romantic packages to attract this demographic. Solo travelers favoring functional and affordable rooms like the Deluxe Twin or Double reflect the need for budget-conscious options, which can drive occupancy during low seasons. Business travelers' focus on convenience and comfort in rooms like the Deluxe Double suggests an opportunity to enhance business-friendly amenities, such as workstations and high-speed internet, to appeal to this market. These patterns emphasize the necessity of a segmented approach in marketing and room design, ensuring that offerings align with different visitor types' expectations. Additionally, understanding these preferences informs inventory management and dynamic pricing strategies, maximizing occupancy rates and guest satisfaction. By addressing the unique needs of each segment, the hotel can enhance customer loyalty, improve profitability, and maintain a competitive edge in a diverse market.

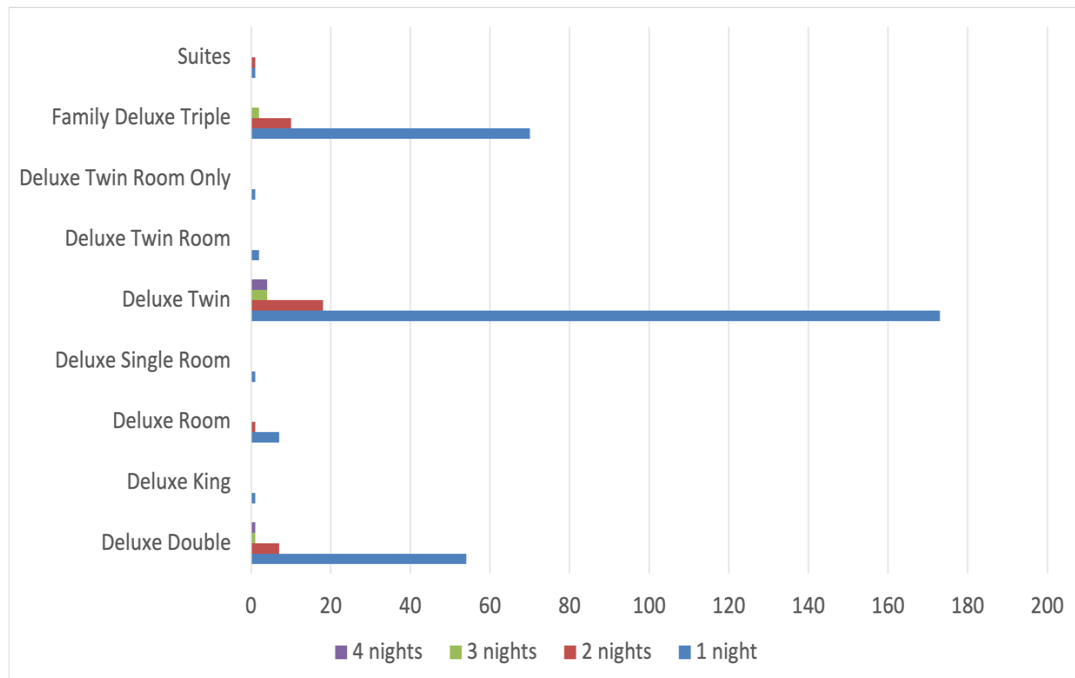


Figure 4. Length of Stay based on Room Type (359 Accounts)

Figure 4 demonstrates the distribution of stay durations across different room types, offering insights into guest behavior and preferences about accommodation choices. The Deluxe Twin emerges as the most preferred room type, particularly for shorter stays, with one-night bookings dominating the data. Similarly, the Family Deluxe Triple shows substantial usage for brief stays, likely driven by family travelers seeking convenience and affordability. On the other hand, Suites are associated with more extended stays, reflecting a preference for luxury accommodations among guests who prioritize comfort and exclusivity during extended visits. The variation in length of stay based on room type indicates distinct travel purposes, where short stays are likely tied to business or transit travelers, while longer durations suggest leisure-oriented visits. This pattern highlights the importance of offering flexible pricing models and targeted promotions to align with the needs of different segments. By understanding these preferences, hotels can optimize inventory management, enhance customer satisfaction, and increase profitability by tailoring services to match the expectations of diverse guest profiles.

The chart demonstrates the length of stay for various room types within a Shariah-compliant hotel, highlighting patterns that reflect the preferences and needs of different guest segments. Rooms like the Deluxe Twin and Family Deluxe Triple exhibit the highest demand for short stays, particularly one-night bookings. This trend suggests that these room types cater effectively to transient guests, including families and individual travelers, who prioritize convenience and functionality over extended luxury. Short stays may also reflect the appeal of Shariah-compliant features, such as Halal-certified dining and prayer accommodations, which meet Muslim travelers' specific cultural and religious needs. The relatively lower demand for extended stays, seen in premium options like suites, indicates that these accommodations serve a niche market, possibly targeting guests who seek privacy and luxury for more extended visits. This pattern aligns with the expectations of a Shariah-compliant environment, where tailored services and ethical considerations enhance the guest experience. The data underscores the importance of optimizing room configurations and amenities to cater to short-stay travelers while enhancing offerings for niche segments seeking extended stays. By addressing these patterns strategically, Shariah-compliant hotels can ensure guest satisfaction, maintain occupancy rates, and strengthen their position in the growing halal tourism market.

Guest profiles significantly influence revenue by dictating demand patterns, pricing strategies, and service offerings, enabling hotels to maximize profitability through targeted approaches. For instance, family travelers who prefer larger rooms, such as Family Deluxe Triple, contribute to higher revenue per booking due to their need for spacious accommodations and additional amenities. Similarly, guests opting for suites or luxury rooms during more extended stays generate substantial revenue streams, as these bookings often include higher nightly rates and ancillary spending on premium services. Business travelers, typically associated with shorter stays, contribute to revenue stability through consistent demand, especially during weekdays. While generating lower per-booking revenue, solo travelers and budget-conscious guests help maintain occupancy during off-peak periods, ensuring a steady income. By analyzing guest profiles, hotels can implement dynamic pricing strategies, offering tailored promotions or packages that cater to specific segments, such as family discounts or business traveler perks. Moreover, understanding guest preferences enables cross-selling and upselling opportunities, such as offering family activity packages or exclusive services for luxury travelers, further boosting revenue. Ultimately, aligning room inventory and services



with the unique needs of each guest profile enhances both occupancy rates and revenue potential, solidifying the hotel's competitive position in a diverse market.

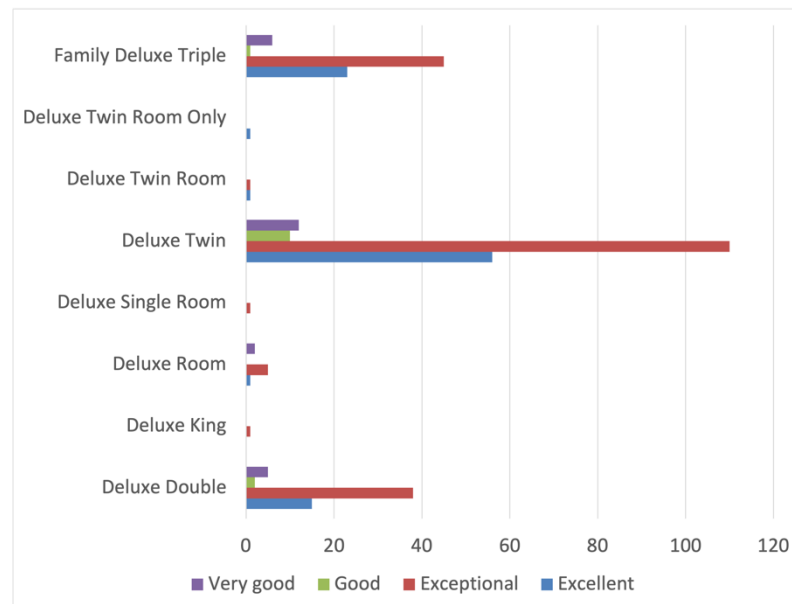


Figure 5. Visitor Rating based on Room Type (336 Accounts)

Figure 5 presents visitor ratings based on room type, providing insights into guest satisfaction and the perceived quality of accommodations. The Deluxe Twin stands out as the most highly rated room type, receiving many "Excellent" and "Exceptional" ratings, indicating its popularity and alignment with guest expectations. Similarly, the Family Deluxe Triple garners predominantly positive reviews, suggesting that it effectively caters to the needs of family travelers. Conversely, certain room types, such as the Deluxe Single Room and Deluxe King, show a more balanced ratings distribution, reflecting variability in guest satisfaction likely tied to differing expectations or experiences. These patterns suggest room features, pricing, and service quality are crucial in shaping guest perceptions. The predominance of positive ratings across most room types underscores the hotel's commitment to quality, but the variation also highlights opportunities for improvement in specific categories. By analyzing these trends, hotels can refine their offerings, enhance the features of less favorably rated rooms, and sustain high satisfaction levels in their most popular accommodations, ultimately driving guest loyalty and positive word-of-mouth.

Ratings influence occupancy rates by shaping potential guests' perceptions and decision-making processes. High ratings signal quality and reliability, making a hotel or specific room type more attractive to travelers. Guests are likelier to book accommodations with consistently high ratings, particularly those categorized as "Excellent" or "Exceptional," as these reviews reflect superior guest experiences and satisfaction. For example, room types like the Deluxe Twin, which receive predominantly positive ratings, will likely experience higher occupancy due to their strong reputation. Conversely, lower or inconsistent ratings can deter bookings, as they may indicate unmet expectations or deficiencies in service or amenities. Travelers often rely on aggregated ratings when comparing options, meaning even slight differences in scores can significantly impact demand. Additionally, high ratings enhance direct bookings and improve visibility on booking platforms, further driving occupancy.

Moreover, positive ratings contribute to guest loyalty and repeat bookings, as satisfied customers are more inclined to return and recommend the property to others. Hotels with highly rated rooms can leverage these insights to optimize pricing strategies, maintain competitive advantages, and invest in underperforming room types to improve their appeal and ensure balanced occupancy across all categories. Overall, ratings are a feedback mechanism that directly correlates with a hotel's ability to attract and retain guests, influencing both short-term and long-term occupancy rates.

3.2 Discussion

The quality of room features, cleanliness, and service delivery influence guest satisfaction and ratings. Rooms furnished with modern amenities, such as air conditioning, high-speed internet, entertainment options, and thoughtful touches like complimentary toiletries and soft linens are highly valued by guests who prioritize comfort and convenience. Impeccable hygiene standards and regular maintenance further enhance the guest experience, as any lapse in cleanliness or repair undermines comfort and erodes trust in the accommodation's standards (Raof et al., 2023). Moreover, attentive and personalized service, including prompt responses to requests and warm, professional interactions, leaves a lasting positive impression. This combination of superior facilities, immaculate upkeep, and exceptional service fosters a sense of care and reliability, encouraging guests to provide higher ratings. Focusing on



these interconnected aspects ultimately boosts satisfaction and reinforces the property's reputation for quality and excellence.

A room's design, comfort, value, and consistency are crucial in shaping guest perceptions and influencing ratings. Spacious layouts, ergonomic furniture, and visually appealing aesthetics provide a sense of relaxation, offering guests a comfortable retreat that enhances their overall experience. Rooms incorporating unique or premium features, such as picturesque views or luxurious bathroom upgrades, often receive higher ratings due to their added exclusivity and satisfaction (Mansor et al., 2023). Additionally, value for money is a key determinant of guest satisfaction, as rooms that exceed expectations in service and amenities relative to the price instill a sense of fairness and trust. Transparent pricing and consistently delivering promised standards strengthen guest confidence in the property. Furthermore, ensuring reliability and uniform quality across all stays fosters loyalty and reassures guests of a dependable experience. These factors collectively drive positive evaluations, establishing a property's reputation for excellence and reinforcing its competitiveness in the market.

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The relationship with Sharia principles is central to shaping Islamic hospitality's operational and service framework, ensuring alignment with Muslim travelers' ethical and cultural values. Sharia-compliant hotels adhere to guidelines such as offering Halal-certified food, providing prayer facilities, and maintaining gender-segregated spaces, which reflect a commitment to upholding Islamic values (Alam, Ratnasari, Al Hakim, et al., 2024; Ariffin, 2020). These features are functional and symbolic in creating an environment that resonates with guests' spiritual and cultural identity. Incorporating Sharia principles into hospitality services elevates the sense of trust and comfort among Muslim travelers, fostering loyalty and enhancing their overall experience (YAHAYA et al., 2020). Additionally, this adherence underscores the importance of integrating religious values with modern hospitality standards, striking a balance that caters to diverse customer needs while remaining true to Islamic teachings. Ultimately, the relationship with Sharia principles establishes a distinct and authentic identity for such accommodations, positioning them as trusted and culturally sensitive options within the global tourism market.

Enhancing guest satisfaction requires a multifaceted approach, prioritizing quality, consistency, and personalization across all aspects of the guest experience. Investing in modern and ergonomic furniture, coupled with premium amenities such as high-speed Wi-Fi, luxurious toiletries, and scenic views, elevates the aesthetic appeal of accommodations and creates memorable and immersive experiences. Impeccable cleanliness and well-maintained facilities are fundamental to fostering trust, as regular inspections and swift resolutions to maintenance issues ensure guest comfort and peace of mind (Ithnan & Ariffin, 2020; Papastathopoulos, 2022). Additionally, delivering outstanding service through attentive and personalized interactions demonstrates a commitment to meeting guest needs, further enhancing their perception of the property. Offering value for money through transparent pricing and exceeding guest expectations strengthens trust and encourages positive feedback (Abbasian et al., 2024; Patwary et al., 2024). Consistency across all services and rooms reassures guests of reliable quality, an essential factor in fostering loyalty, particularly among repeat visitors. Actively seeking feedback and addressing guest concerns signifies a commitment to continuous improvement, reinforcing the property's reputation for excellence. Tailoring experiences to individual preferences based on guest history further personalizes their stay, creating a strong emotional connection and lasting positive impressions. This comprehensive strategy boosts guest satisfaction and solidifies the property's competitive position in the market.

4. CONCLUSION

The study concludes that understanding and addressing diverse guest preferences is essential for enhancing satisfaction and maintaining competitiveness in the hospitality sector. An analysis of 445 verified reviews from The Sahira Hotel demonstrates significant guest demographics and preference trends. For instance, families with young children and families with teens strongly preferred spacious accommodations, with the Family Deluxe Triple chosen by over 35% of these groups. Solo travelers, making up 20% of the dataset, favored Deluxe Twin and Deluxe Single rooms for their functionality and affordability. In comparison, suites accounted for only 5% of bookings, reflecting their niche appeal for more extended stays and luxury preferences. Ratings analysis indicates that the Deluxe Twin Room received the highest proportion of "Exceptional" ratings (over 40% of accounts), showcasing its alignment with guest expectations. Furthermore, 60% of guests stayed for one night, highlighting the importance of providing efficient and high-quality service to short-term visitors. The findings also emphasize the importance of cultural and Sharia-



compliant features, with feedback underscoring the value of Halal-certified amenities, prayer facilities, and gender-sensitive spaces. Consistency in service quality, demonstrated by high ratings across multiple room types, reinforces the critical role of reliability in fostering guest trust and loyalty. The hotel aligns with domestic and international market demands by tailoring offerings to different segments' needs and maintaining pricing transparency. These insights provide a framework for enhancing guest satisfaction and strategic guidance for sustainable growth in a competitive market.

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