



An Analysis of Visitor Perception Toward Shariah-Compliant Hotels in Contemporary Hospitality

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Abstract—This research examines visitor perceptions of Shariah-compliant hotels within the context of contemporary hospitality, focusing on how these establishments meet guest expectations and foster satisfaction in a competitive global market. The study analyzes 445 customer reviews using a descriptive-analytical methodology to explore integrating Islamic principles with modern service standards. Key themes include cleanliness, staff behavior, Halal compliance, and family-oriented facilities. Cleanliness, mentioned in over 30% of reviews, emerges as the most critical factor, reflecting its alignment with Islamic values and universal hospitality standards. Staff behavior, noted in 25% of reviews, highlights the importance of attentiveness and politeness in shaping guest perceptions. Halal compliance, cited in 20% of feedback, underscores the significance of providing prayer facilities and Halal-certified dining options for Muslim travelers. Family-friendly and worship-related amenities, accounting for 15% of mentions, illustrate the need for culturally and spiritually inclusive environments. Sentiment analysis reveals a weak positive correlation (0.165) between ratings and sentiment polarity, while dissatisfaction, noted in 10% of reviews, primarily relates to tranquility, maintenance, and service inconsistencies. The findings emphasize that the success of Shariah-compliant hotels relies on the seamless integration of faith-based principles with operational excellence. Addressing guest concerns and leveraging positive feedback enhances satisfaction and strengthens loyalty and competitiveness. This study contributes to the broader discourse on inclusive hospitality management, offering practical insights for operational improvement and theoretical advancements in understanding niche markets.

Keywords: Shariah-Compliant Hotels; Visitor Perception; Islamic Principles; Contemporary Hospitality; Guest Satisfaction

1. INTRODUCTION

The rapid evolution of the global hospitality industry has given rise to diverse accommodation models, including the emergence of Shariah-compliant hotels as a response to the growing demand for services aligned with Islamic principles. These establishments integrate religious values into the operational frameworks, offering distinct features such as gender-segregated facilities, halal-certified dining options, and adherence to ethical guidelines that resonate with Muslim travelers' expectations (Z. A. Sulaiman et al., 2022). Despite the apparent appeal, the concept has sparked significant discourse regarding its adaptability to contemporary hospitality markets, often driven by multicultural dynamics and varying consumer preferences (Y. Sulaiman et al., 2023). Visitor perception plays a pivotal role in determining the success of Shariah-compliant hotels, as it shapes both the marketability and the broader understanding of the relevance in non-Muslim-majority regions. Analyzing such perceptions unravels the underlying factors influencing customer satisfaction and highlights potential gaps between service offerings and visitor expectations. This investigation underscores the necessity of aligning operational practices with diverse cultural norms while maintaining the integrity of Islamic values, thereby fostering inclusivity and competitive advantage in an increasingly globalized market.

Understanding the urgency of investigating visitor perceptions toward Shariah-compliant hotels lies in addressing the critical intersection of cultural sensitivity and economic viability within the global hospitality sector. As international tourism expands, the demand for accommodation models that accommodate diverse cultural and religious values has become increasingly pronounced (Qurtubi et al., 2021). Shariah-compliant hotels, as a niche yet growing segment, represent an opportunity to cater to a significant demographic and a challenge to ensure alignment with broader industry standards without compromising the core principles (Isa et al., 2020). Exploring visitor perceptions enables a more profound comprehension of factors influencing customer satisfaction and loyalty, offering insights into service improvement and market positioning. This research addresses the practical need for such establishments to adapt effectively within multicultural contexts, balancing authenticity with accessibility. By examining these dynamics, the study contributes to theoretical advancements in hospitality studies and practical strategies for fostering inclusivity while maintaining cultural and religious authenticity.

The primary objective of this research is to critically examine visitor perceptions of Shariah-compliant hotels, intending to identify key factors influencing satisfaction and acceptance within diverse market contexts. By investigating how these perceptions are shaped by cultural, religious, and service-related elements, the study seeks to uncover insights that contribute to the operational and strategic refinement of such establishments. Understanding these dynamics is essential in addressing the growing demand for culturally inclusive hospitality services while aligning with Islamic principles. The research endeavors to bridge the gap between customer expectations and service delivery, highlighting areas of strength and potential improvement. Ultimately, this analysis provides valuable



perspectives that enhance the adaptability and appeal of Shariah-compliant hotels in Muslim-majority and multicultural environments, fostering sustainable development within the global hospitality landscape.

The theoretical contribution of this research lies in its potential to expand the understanding of consumer behavior and perception within the niche context of Shariah-compliant hospitality. The study enriches existing hospitality and tourism management frameworks by delving into how cultural and religious principles intersect with service quality and customer satisfaction (Trisnaningtias et al., 2021). This exploration offers a nuanced perspective on the interplay between faith-based service attributes and the broader expectations of a diverse clientele (Abdou et al., 2024; Abror et al., 2020; Polas et al., 2022). These challenging conventional paradigms often overlook such specialized segments. The insights generated contribute to refining theoretical models by integrating cultural sensitivity and religious adherence as pivotal components of consumer decision-making. Through this, the research provides a robust foundation for advancing the scholarly discourse on inclusivity and adaptation in hospitality services, offering meaningful implications for academic inquiry and industry practices.

The practical implications of this research are centered on enhancing the operational effectiveness and market positioning of Shariah-compliant hotels within an increasingly competitive hospitality landscape. By identifying the factors that shape visitor perceptions and satisfaction, this study equips industry practitioners with actionable insights to align service delivery with customer expectations while maintaining adherence to Islamic principles (Nasir et al., 2022). Such alignment is critical for fostering trust and loyalty among Muslim travelers while appealing to a broader demographic interested in culturally enriched experiences (Che Haron et al., 2024; Papastathopoulos, 2022; Papastathopoulos et al., 2020; Shnyrkova & Predvoditeleva, 2022). Implementing the findings may involve refining marketing strategies, improving service quality, and integrating culturally sensitive innovations that resonate with a diverse clientele. This approach strengthens the relevance and appeal of Shariah-compliant hotels and positions them as competitive alternatives in multicultural markets, thereby contributing to sustainable growth and long-term success.

The current state of the art in examining Shariah-compliant hospitality reflects a growing recognition of its significance within the global tourism industry. Yet, it remains an evolving area of academic and practical exploration. Existing studies predominantly focus on operational frameworks, marketing strategies, and service attributes aligned with Islamic values, highlighting the role of catering to Muslim travelers (Adel et al., 2020; Arasli et al., 2023; Jeaheng et al., 2020). However, the integration of consumer perception analysis within this context has been relatively limited, presenting an opportunity to bridge this gap through more targeted investigations (Jung et al., 2024). Incorporating insights into how cultural and religious factors influence customer expectations enriches the broader discourse on service customization and inclusivity. By addressing this dimension, recent research contributes a more comprehensive understanding of how Shariah-compliant hotels can thrive in traditional and non-traditional markets. This synthesis of consumer-focused and operational perspectives positions the field to advance in both theoretical depth and practical relevance, fostering a more holistic approach to hospitality innovation.

Further research is recommended to explore the multifaceted dimensions of Shariah-compliant hospitality, mainly focusing on its adaptability and appeal across diverse cultural and demographic contexts. Expanding the scope to include comparative analyses between Muslim-majority and non-Muslim-majority regions would provide valuable insights into the universal applicability of Sharia-compliant principles. Incorporating longitudinal studies may also offer a deeper understanding of how evolving consumer preferences and market dynamics influence the sustainability of such models. Furthermore, investigating non-Muslim guests' perspectives on these establishments' unique offerings could uncover opportunities for fostering inclusivity and broadening market reach. By adopting interdisciplinary approaches that integrate cultural studies, marketing strategies, and service quality frameworks, future research could contribute to refining operational practices while enhancing theoretical advancements in the field. These efforts would ensure that Shariah-compliant hotels remain relevant and competitive in an increasingly globalized hospitality industry.

2. RESEARCH METHODS

2.1 Research Framework

The methodology employed in this study is descriptive-analytical, designed to systematically examine and interpret the phenomenon under investigation with precision and depth. This approach facilitates a comprehensive exploration of key variables, emphasizing the collection and analysis of data to describe existing conditions and relationships. This method identifies patterns, trends, and underlying factors, allowing for a nuanced understanding of the subject matter. The analytical dimension adds value by critically evaluating the data to draw meaningful interpretations, thus bridging the gap between empirical observation and theoretical insight. This methodological choice ensures that the findings are contextually relevant and analytically robust, providing a well-rounded perspective and contributing to informed decision-making and scholarly discourse.

The stages of this research are structured to ensure a systematic and comprehensive approach to achieving the research objectives. The process begins with data collection, which involves gathering relevant information from credible sources to establish a strong foundation for the study. This is followed by a data filtering stage, where collected data is meticulously refined to eliminate inaccuracies and ensure relevance, thereby enhancing the reliability of subsequent analyses. Preprocessing constitutes the next critical phase, focusing on transforming the filtered data



into a format suitable for analytical procedures. The analysis phase then employs appropriate methods to extract meaningful insights, ensuring a robust interpretation of the data in alignment with the study's aims. Finally, the research concludes with synthesizing findings, where key outcomes are consolidated to provide a coherent understanding of the subject matter. This sequential methodology ensures that each stage contributes to the overall integrity and rigor of the research process.

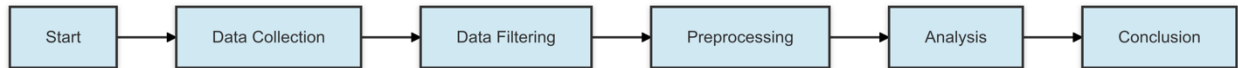


Figure 1. Flowchart of Research Process

Figure 1 illustrates the flowchart of the research process, highlighting a structured sequence of interconnected stages designed to achieve methodological precision. The process begins with the initiation phase, where the groundwork for the study is established, followed by data collection, which involves systematically gathering relevant information to ensure a robust dataset. Subsequently, the data filtering stage refines this dataset by removing inconsistencies and irrelevant elements, ensuring the accuracy and reliability of the inputs. Preprocessing transforms the filtered data into a format suitable for analytical evaluation, enabling a smoother transition to the analysis phase. Critical insights are derived during analysis by applying appropriate analytical techniques and providing a detailed understanding of the research subject. The final stage involves synthesizing conclusions, where the findings are consolidated to produce coherent outcomes that address the study's objectives. This flowchart demonstrates a logical progression that ensures clarity, efficiency, and rigor throughout the research process.

The dataset for this study is derived from 445 guest reviews of The Sahira Hotel, representing a valuable source of qualitative and quantitative information to be analyzed using metadata techniques. These reviews provide insights into customer experiences, preferences, and satisfaction levels, forming a rich foundation for understanding the effectiveness of the hotel's services and operations. Employing metadata analysis facilitates the extraction of patterns, trends, and key themes embedded within the dataset, enabling a comprehensive examination of the underlying factors influencing guest perceptions. This approach ensures that the analysis remains systematic and scalable, accommodating the complexity of the data while maintaining accuracy. By leveraging these reviews, the study aims to generate actionable insights that enhance the understanding of customer behavior and contribute to the broader discourse on hospitality management and service quality improvement.



Figure 2. The Sahira Hotel Facilities

Figure 2 highlights the facilities of The Sahira Hotel, showcasing a blend of elegance and functionality designed to enhance guest experiences. The grand lobby, with its luxurious interior featuring high ceilings, chandeliers, and a spacious layout, creates an inviting atmosphere reflecting the hotel's commitment to excellence and comfort. The outdoor swimming pool, surrounded by well-maintained landscaping, also provides a serene relaxation space catering to leisure and wellness needs. These facilities not only emphasize aesthetic appeal but also serve as functional spaces that enhance the overall value proposition of the hotel. The strategic design of these amenities demonstrates a focus on catering to a diverse clientele, ensuring both a memorable stay and satisfaction. Through thoughtfully curated facilities, The Sahira Hotel establishes itself as a premier choice for visitors seeking comfort and sophistication.

The Sahira Hotel offers exceptional accessibility and convenience, particularly for guests traveling from the airport. Pre-arranged airport shuttle services enhance the travel experience, allowing guests to notify the hotel transportation needs during the booking process through the "Let us know what you need" feature on Agoda's messaging platform. The hotel further extends its commitment to guest comfort by providing a local shuttle service for easy access to nearby areas, ensuring seamless mobility for leisure and business purposes. For those arriving by private vehicle, the hotel offers complimentary on-site parking, additional parking spaces nearby for overflow



situations, and valet services to simplify parking. The hotel's taxi arrangements and car rental services also support guests wishing to explore Bogor with personalized transportation solutions. This comprehensive range of transportation options underscores The Sahira Hotel's dedication to ensuring a hassle-free and enjoyable stay for its guests.

3. RESULTS AND DISCUSSION

3.1 Visitor Perception Toward Shariah-Compliant Hotels in Contemporary Hospitality

Visitor perception toward Shariah-compliant hotels is critical in assessing these establishments' viability and acceptance within the contemporary hospitality industry. These perceptions are shaped by a combination of cultural alignment, service quality, and the ability of the hotels to meet diverse guest expectations while adhering to Islamic principles (Kadir et al., 2023). Shariah-compliant hotels, incorporating elements such as halal-certified dining, gender-segregated facilities, and an alcohol-free environment, provide a unique value proposition for Muslim travelers seeking faith-based accommodations (Y. Sulaiman et al., 2021). However, the appeal of these features depends significantly on how effectively they balance religious adherence with modern service standards, particularly in multicultural and non-Muslim-majority markets. Positive visitor perceptions often stem from seamless service integration that does not compromise comfort or convenience, demonstrating the adaptability of these establishments. Negative perceptions, on the other hand, may arise from rigid operational practices that fail to address the broader demands of the global hospitality landscape. Understanding and addressing these dynamics is essential for ensuring that Shariah-compliant hotels meet the specific needs of Muslim clientele and achieve broader market relevance and sustainable growth.

Hotel management faces significant challenges balancing operational efficiency, guest satisfaction, and market competitiveness in an increasingly dynamic hospitality industry. One of the primary obstacles involves addressing the diverse expectations of a multicultural clientele while maintaining the distinct identity and values of the establishment. Adapting to rapid technological advancements, such as integrating digital booking systems and personalized guest services, adds complexity to operational demands. Additionally, ensuring staff competency through continuous training and managing resource allocation effectively are critical to sustaining service quality. These challenges are compounded by external factors such as economic fluctuations, evolving travel trends, and heightened environmental awareness, which necessitate strategic adaptability. Overcoming these obstacles requires a proactive approach integrating innovative solutions with a deep understanding of guest behavior and market dynamics, ensuring long-term growth and relevance in a highly competitive sector.

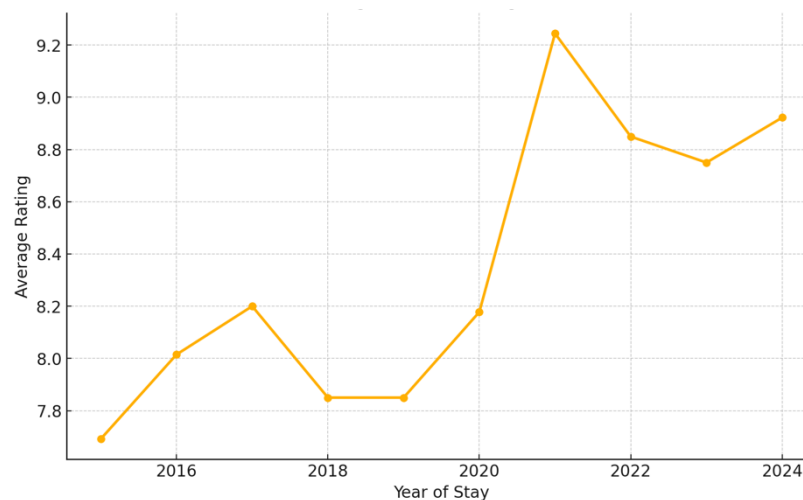


Figure 3. Trends in Average Review Rating Over The Years

Figure 3 illustrates the trends in average review ratings for hotel stays over several years, providing valuable insights into customer satisfaction dynamics. The graph demonstrates a fluctuating yet positive trajectory, with notable increases observed between 2019 and 2020, where ratings peaked significantly. This rise may indicate improvements in service quality, facility upgrades, or successful customer engagement strategies implemented during that period. Conversely, the slight decline following 2020 could suggest challenges such as operational adjustments or external disruptions affecting guest experiences, though the subsequent recovery in ratings indicates resilience and adaptability. Analyzing these trends underscores the importance of maintaining consistent service excellence and responding effectively to changing guest expectations. This pattern reflects the evolving perception of the hotel's offerings and its capacity to adapt and innovate in a competitive hospitality landscape.

The fluctuations in hotel rating trends are influenced by a complex interplay of internal and external factors that directly impact guest experiences and satisfaction. Service quality plays a pivotal role, with improvements in staff



training, personalized interactions, and consistency in service delivery often corresponding to periods of increased ratings, such as the notable peak in 2020. Facility enhancements, including upgrades to infrastructure, amenities, and technological integrations, further contribute to positive guest perceptions by meeting or exceeding contemporary hospitality standards. External factors, such as economic shifts, global travel trends, and disruptions like the COVID-19 pandemic, also affect ratings, with initial challenges potentially leading to operational adaptations that improve guest satisfaction over time. The alignment of hotel offerings with evolving guest expectations, particularly regarding sustainable practices and unique experiences, significantly determines the stability of ratings, as adaptability remains crucial. Additionally, strategic marketing efforts and effective utilization of guest feedback enhance brand reputation and reinforce positive perceptions. Periods of decline may reflect operational challenges such as resource limitations or inconsistent service, underscoring the importance of proactive management and continuous monitoring. Addressing these factors holistically is essential for sustaining favorable ratings and achieving long-term success in a competitive hospitality landscape.

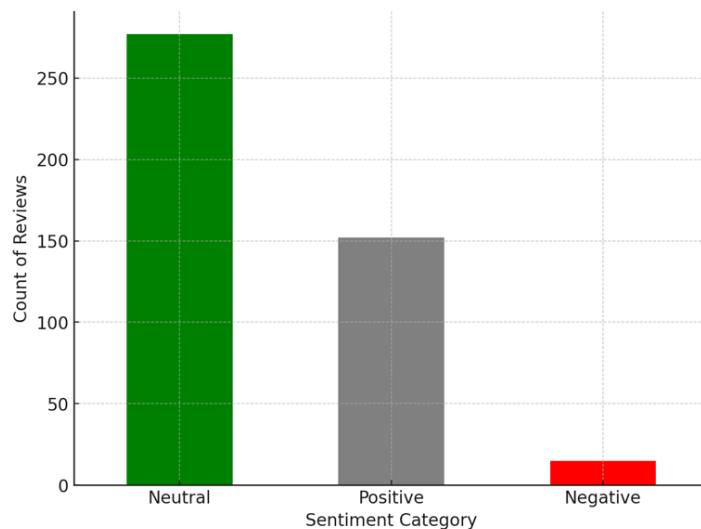


Figure 4. Sentiment Distribution in Reviews

Figure 4 illustrates the sentiment distribution in reviews, providing an overview of customer attitudes toward the service and experiences at the hotel. The graph reveals that most reviews fall into the neutral category, indicating a balanced tone with neither overtly positive nor negative expressions dominating the feedback. Positive sentiments comprise a significant portion of the reviews, reflecting a favorable perception of certain aspects of the hotel, such as service quality or amenities, that likely meet or exceed guest expectations. In contrast, negative sentiments account for a minimal proportion, suggesting that while some dissatisfaction exists, it does not represent a prevalent trend. This distribution highlights the nuanced nature of customer feedback, where the dominance of neutral sentiment could point to service consistency areas and signal improvement opportunities to elevate guest experiences. By addressing the underlying drivers of neutral and negative sentiments, the hotel has the potential to shift perceptions more positively, strengthening its reputation and fostering guest loyalty.

The sentiment classification, correlation analysis, and keyword extraction from the reviews provide a comprehensive understanding of guest feedback and its implications for service improvement. Sentiments were categorized into Positive, Neutral, and Negative based on polarity, with the distribution visualized in a bar chart that highlights neutral sentiments as the most prevalent, followed by positive and minimal negative responses. A weak positive correlation (0.165) between review ratings and sentiment polarity suggests a slight tendency for higher ratings to align with more positive sentiments, indicating that emotional tone modifies overall evaluations. Keyword extraction reveals frequently mentioned terms such as "ada," "bersih," "hotel," "kamar," "nyaman," and "ramah," which emphasize cleanliness, comfort, and hospitality as recurring themes in guest feedback. These findings suggest that while core attributes like cleanliness and staff friendliness resonate positively, addressing specific neutral or negative sentiment areas could further enhance guest satisfaction. This integrated analysis highlights actionable insights for improving service delivery and tailoring guest experiences to meet evolving expectations.

The prevalence of neutral sentiment in customer reviews is shaped by several underlying factors that reflect a moderate or balanced evaluation of experiences. Service consistency often contributes to this sentiment, as guests whose expectations are met without any remarkable highlights tend to provide neither strongly positive nor negative feedback. Additionally, ambiguity in experiences, where both positive and negative aspects coexist during a stay, leads to overall moderate impressions that align with neutral sentiments. Customer expectations also play a crucial role; when a hotel's offerings align with standard industry benchmarks but lack distinctiveness or uniqueness, guests are less likely to express strong emotions in the reviews. Cultural or personal communication styles further influence this trend, as individuals from cultures emphasizing restraint or those with reserved dispositions may provide neutral feedback even if the experiences lean slightly positive or negative. Furthermore, a lack of emotional engagement,



often observed in guests using the hotel for functional purposes such as short stays or business travel, limits the likelihood of expressing highly emotional responses. Addressing these factors through strategies such as service personalization, innovative offerings, and emotional engagement is essential for transforming neutral sentiments into positive ones, ultimately enhancing guest satisfaction and loyalty.

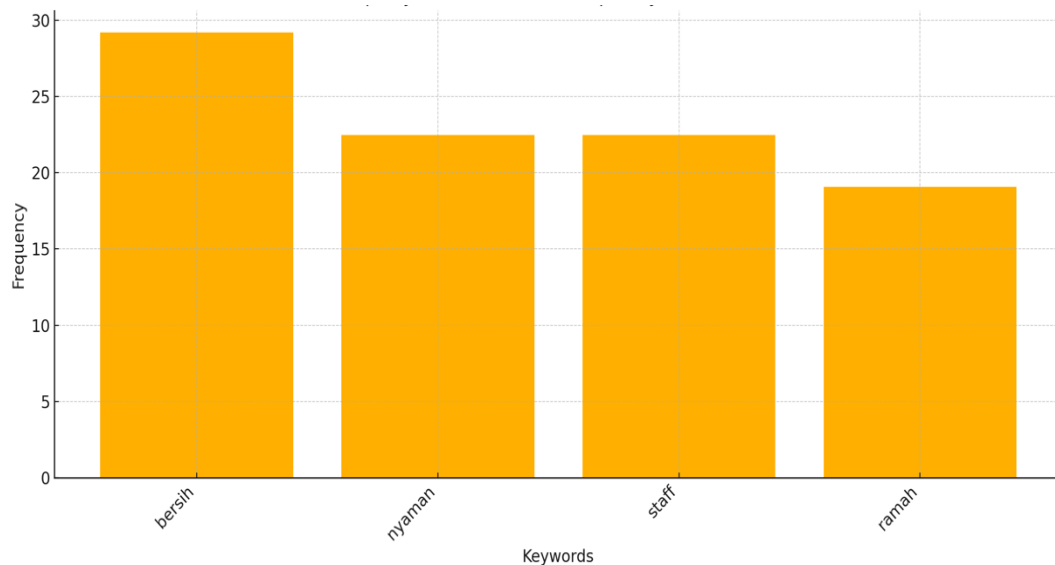


Figure 5. Top Keywords Related to Hospitality and Shariah

Figure 5 illustrates the most frequently mentioned keywords related to hospitality and Shariah principles, highlighting key aspects of guest priorities and expectations. The keyword "bersih" (cleanliness) appears with the highest frequency, underscoring the fundamental importance of hygiene in shaping positive guest experiences. Following closely, "nyaman" (comfort) and "staff" (staff service) reflect the significance of creating a welcoming and relaxing environment supported by attentive and professional personnel. Additionally, the keyword "ramah" (friendliness) emphasizes the value placed on interpersonal interactions, indicating that a hospitable and courteous approach greatly influences guest satisfaction. These keywords collectively reveal that while adherence to Shariah principles is essential, the overall guest experience is primarily driven by universally appreciated qualities such as cleanliness, comfort, and exceptional service. This analysis highlights the need for hotels to balance the commitment to Shariah compliance with delivering high-quality hospitality standards to effectively meet and exceed customer expectations.

Exploring customer expectations in Shariah-compliant hotels involves analyzing recurring themes within guest reviews, focusing on services, facilities, staff behavior, and adherence to Islamic principles. Key themes such as cleanliness and hygiene consistently emerge, reflecting the critical importance of maintaining pristine environments in alignment with Islamic values. Guests frequently mention Halal compliance, emphasizing the necessity of Halal-certified food, beverages, and facilities that support religious practices like prayer rooms and Qibla directions. Comfort and tranquility are also highly valued, with guests seeking peaceful, family-friendly atmospheres. The role of staff is particularly significant, as politeness, attentiveness, and friendliness contribute substantially to overall guest satisfaction. Furthermore, facilities catering to worship, including prayer mats and accessible mosques, highlight the expectation for accommodations that facilitate spiritual practices. Analyzing these themes through text mining and sentiment analysis allows for a deeper understanding of how well customer expectations are being met. The insights reveal a strong alignment between guest satisfaction and these core attributes, emphasizing the importance of enhancing these elements to strengthen the overall guest experience in Shariah-compliant hospitality.

Customer expectations in Shariah-compliant hotels revolve around several critical themes that significantly shape satisfaction and overall experience. Cleanliness and hygiene are frequently highlighted, as guests value well-maintained environments that align with Islamic principles emphasizing purity and order, often reflected in keywords such as "bersih," "higienis," and "kebersihan." Halal compliance is another central expectation, encompassing Halal-certified food, beverages, and facilities designed to support Islamic practices, including prayer rooms and Qibla directions, as captured by terms like "halal" and "syariah." Comfort and tranquility also play a crucial role, with guests seeking peaceful and family-oriented atmospheres, evident in the recurring use of "nyaman" and "keluarga" in reviews. Staff and service quality, including politeness, attentiveness, and friendliness, emerge as pivotal factors influencing positive guest experiences, with keywords such as "ramah" and "pelayanan" underscoring this priority. Furthermore, facilities for worship, such as prayer mats, accessible prayer spaces, and nearby mosques, reflect the practical needs of religiously observant travelers, highlighted by mentions of "musholla" and "tempat sholat." Addressing these themes effectively is essential for meeting and exceeding customer expectations, reinforcing the value proposition of Shariah-compliant hotels while fostering long-term guest loyalty.

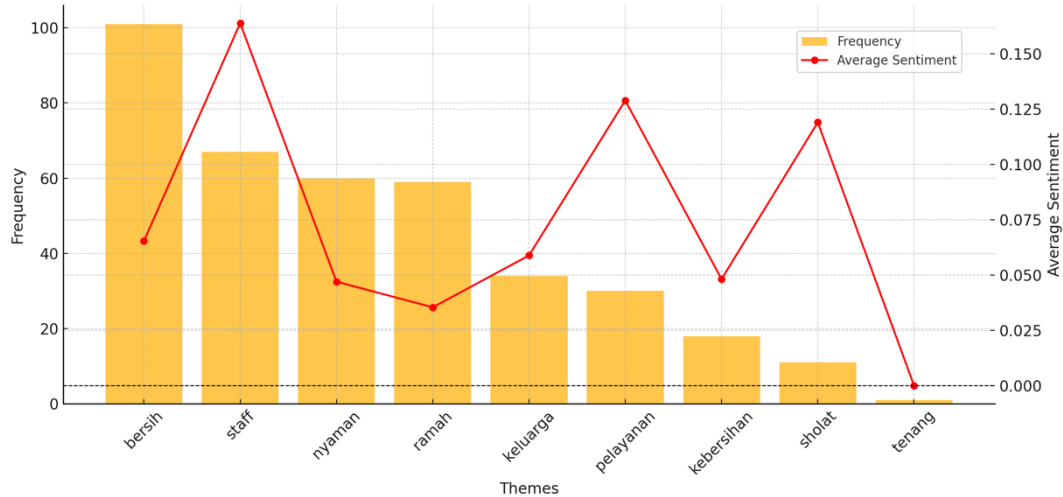


Figure 6. Customer Expectations in Shariah Hotels (Frequency and Sentiment)

Figure 6 illustrates the frequency and average sentiment associated with various customer expectations in Shariah-compliant hotels, highlighting key themes such as cleanliness, staff interactions, comfort, family-friendliness, and worship facilities. The theme "bersih" (cleanliness) exhibits the highest frequency, underscoring its critical importance to guests and a positive average sentiment reflecting satisfaction with hygiene standards. Similarly, "staff" ranks prominently in frequency and sentiment, indicating that polite and attentive service significantly enhances guest experiences. In contrast, themes like "tenang" (tranquility) show lower sentiment scores, suggesting potential areas for improvement in creating peaceful and relaxing environments. The recurring emphasis on family-oriented keywords, such as "keluarga," also reflects the expectation for family-friendly services and facilities, further supported by moderate sentiment values. The data reveal a correlation between the frequency of mentions and positive sentiment, indicating that frequently discussed themes often align with satisfaction areas. These insights emphasize the need for continuous attention to high-priority themes like cleanliness and staff behavior while addressing areas with lower sentiment to elevate the overall guest experience in Shariah-compliant hospitality.

Several trends emerge in customer expectations for Shariah-compliant hotels, reflecting key priorities and areas for improvement as highlighted by sentiment analysis of guest feedback. Cleanliness, represented by the keyword "bersih," is consistently the most mentioned and positively received theme, underlining its pivotal role in guest satisfaction and alignment with the Islamic emphasis on hygiene. Interactions with staff, captured through terms such as "staff" and "ramah," also show high frequency and positive sentiment, indicating the critical impact of politeness and attentiveness on the overall experience. Family-friendliness, reflected in the keyword "keluarga," reveals a notable preference for environments conducive to family-oriented stays, aligning with Shariah principles, though opportunities exist to enhance this aspect further. Comfort and tranquility, represented by terms like "nyaman" and "tenang," demonstrate an expectation for peaceful and relaxing accommodations; however, the lower sentiment associated with tranquility suggests room for development in creating more serene environments. Additionally, the themes of worship facilities, such as "sholat" and "kebersihan," highlight the importance of meeting spiritual needs, though the sentiment analysis suggests varying levels of satisfaction with these amenities. While Shariah-compliant hotels excel in foundational elements like cleanliness and staff service, there remains significant potential to refine offerings in areas like tranquility, family-oriented spaces, and worship facilities to better align with evolving customer preferences and enhance the guest experience.

Family-oriented hotel preferences are shaped by multiple factors that cater to the specific needs and expectations of guests traveling with families. Safety and security are paramount, as families prioritize accommodations that offer a secure environment, particularly for children, ensuring peace of mind throughout the stay. Spacious and flexible accommodations, such as interconnected rooms or family suites, provide comfort and practicality, making them highly desirable for larger groups. Child-friendly amenities, including play areas, swimming pools, and tailored dining options, enhance the overall experience by ensuring accessibility and entertainment for younger guests. In Shariah-compliant hotels, cultural and religious sensitivity, such as gender-segregated facilities and accessible prayer areas, resonates strongly with families seeking value-based environments that align with the beliefs.

Furthermore, tranquil surroundings are essential, as families prefer peaceful and noise-controlled atmospheres to support relaxation. Value for money, including affordable packages that bundle meals and activities, is another critical factor, combining cost efficiency with convenience. Proximity to family-friendly attractions and easy transportation access also significantly influence preferences, as these features facilitate seamless exploration of nearby destinations. Balancing these practical and emotional needs through thoughtful services and facilities meets family expectations and fosters loyalty and positive word-of-mouth, enhancing the hotel's reputation and long-term success.

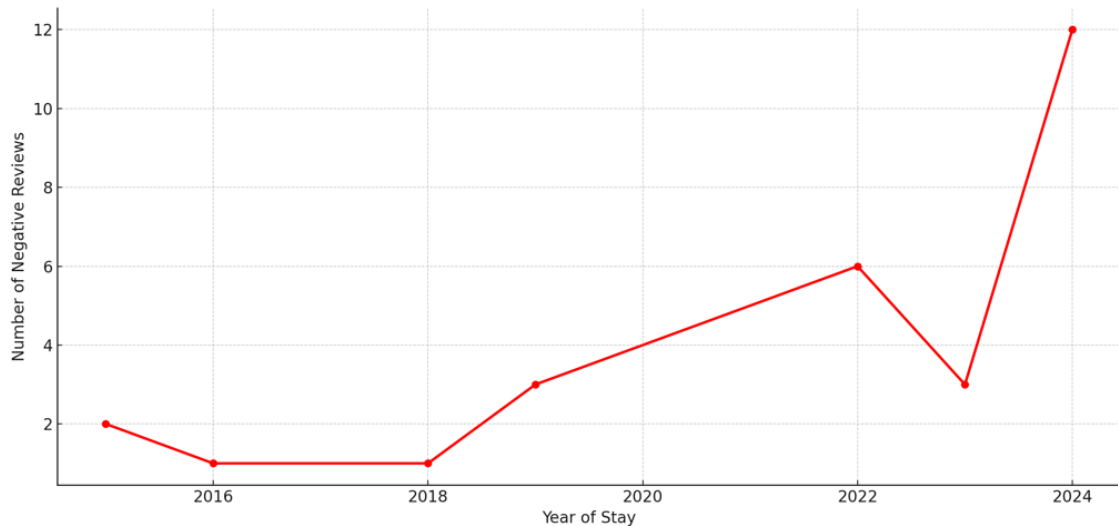


Figure 7. Trends in Customer Complaints Over Time

Figure 7 illustrates the trends in customer complaints over time, revealing a fluctuating yet generally increasing pattern in the number of guest grievances. The early years show a relatively low and stable level of complaints, suggesting a period of consistent service quality or limited reporting. However, a gradual rise begins after 2018, with notable spikes in subsequent years, particularly in 2024, where the number of complaints reaches its highest point. This upward trend may be attributed to growing guest expectations, operational challenges, or increased willingness to voice dissatisfaction due to improved feedback mechanisms. The sharp increase in complaints during 2024 suggests specific issues requiring immediate attention, potentially linked to changes in service delivery, facility maintenance, or external disruptions. Addressing this trend involves identifying recurring complaint themes, such as service inconsistency, facility inadequacies, or communication gaps, and implementing targeted improvements. Proactive measures to mitigate dissatisfaction and enhance guest experiences are critical to reversing this trend and maintaining long-term customer satisfaction and loyalty.

Effectively reducing customer complaints requires a proactive and structured approach that directly addresses the underlying causes of dissatisfaction while enhancing the overall guest experience. Improving service quality through regular staff training in customer service, cultural sensitivity, and problem-solving ensures consistent and professional interactions, fostering trust and satisfaction. Clear and transparent communication at all stages of the guest journey helps set realistic expectations and resolves potential issues promptly. Regular maintenance of facilities is essential, as clean and well-functioning amenities prevent common complaints about hygiene and equipment failures. Leveraging guest feedback provides valuable insights into recurring problems, enabling targeted improvements to meet guest needs. Personalizing experiences by tailoring services to individual preferences strengthens guest relationships and mitigates dissatisfaction. Streamlining the complaint resolution process demonstrates a commitment to guest satisfaction by addressing issues efficiently and minimizing the impact. Monitoring industry trends and evolving guest expectations ensure services remain relevant and aligned with customer needs, reducing the likelihood of new complaints. Additionally, encouraging constructive feedback over formal complaints creates a collaborative atmosphere for improving services. By integrating these strategies with consistent evaluation and adaptation, hotels can significantly reduce complaints, enhance customer satisfaction, and cultivate long-term loyalty.

3.2 Discussion

Sentiment plays a critical role in influencing customer complaints, as it reflects the emotional response of guests to the experiences and often determines whether dissatisfaction escalates into formal complaints. Negative sentiment typically drives complaints, as guests who feel disappointed, frustrated, or undervalued are more likely to express dissatisfaction formally. These sentiments arise from unmet expectations, service lapses, or perceived indifference by staff, which amplify the intensity of negative emotions and prompt guests to voice grievances (Feizollah et al., 2021). Conversely, positive sentiment can buffer against complaints by fostering goodwill and understanding. When guests feel valued and satisfied with certain aspects of their stay, they may overlook minor shortcomings or provide constructive feedback instead of formal complaints. Neutral sentiment, often associated with moderate or unremarkable experiences, may result in fewer complaints but indicates areas where services fail to exceed expectations, signaling potential vulnerabilities. The intensity of sentiment also impacts the tone and frequency of complaints, with highly negative experiences resulting in more detailed and critical feedback (Alam et al., 2023; Rachmiatie et al., 2022). In contrast, milder dissatisfaction may lead to informal suggestions. Understanding and addressing the underlying emotions behind sentiment provides an opportunity to preempt complaints, enhance guest satisfaction, and improve overall service quality. Focusing on cultivating positive sentiment through personalized



experiences, proactive communication, and attentive service reduces the likelihood and severity of complaints, fostering a more favorable perception of the hotel.

The most frequent complaints in the hospitality sector typically center around key elements of the guest experience that directly affect satisfaction and comfort. Cleanliness issues, such as unclean rooms, bathrooms, or shared areas, are a prevalent concern, emphasizing the fundamental importance of hygiene in hospitality. Service quality also emerges as a critical area, with complaints about inattentive or unprofessional staff significantly influencing guest perceptions (Chikaputri et al., 2023). Facility maintenance, particularly problems with malfunctioning amenities like air conditioning or plumbing, is another common source of frustration. Noise disturbances, whether from other guests, external sources, or inadequate soundproofing, often disrupt the tranquility that guests expect. Complaints about food and beverage services, including delays, limited variety, or subpar quality, are widespread in establishments that highlight dining as part of their offerings. Inefficiencies in booking, check-in, and check-out processes also contribute to dissatisfaction, with prolonged waiting times or errors frequently cited. In Shariah-compliant hotels, specific complaints about inadequate prayer facilities, Halal-certified dining, or gender-sensitive amenities highlight the need to meet the expectations of Muslim travelers (Alfiando et al., 2023). These common grievances underscore hotels' need to prioritize cleanliness, service responsiveness, facility upkeep, and tailored offerings to address guest concerns effectively. A systematic approach to resolving these issues enhances the guest experience, reduces negative feedback, and fosters loyalty.

Hotels address common complaints through a structured combination of proactive strategies and responsive measures to resolve issues efficiently and enhance guest satisfaction. Regular staff training programs focusing on customer service, cultural sensitivity, and problem-solving equip employees to handle complaints professionally, fostering confidence and trust among guests. Preventive maintenance, including routine inspections of key facilities such as air conditioning and plumbing, mitigates recurring issues, ensuring a consistent quality of service. Streamlined communication channels, such as 24/7 reception desks and mobile apps, provide guests convenient avenues to report concerns, ensuring swift acknowledgment and resolution. Empowering staff to make on-site decisions enables rapid issue resolution, demonstrating a commitment to service recovery and minimizing the impact of negative experiences. Feedback analysis is critical in identifying complaint patterns, allowing hotels to effectively refine operations and address systemic challenges. Shariah-compliant hotels address specific needs, such as improving prayer facilities and Halal dining options, to align with guest expectations and foster cultural inclusivity. Compensation measures, such as complimentary upgrades or discounts, rebuild trust and create positive perceptions following service lapses. Finally, integrating advanced technologies, such as data analytics and real-time complaint tracking systems, allows for a proactive and seamless approach to complaint management. By employing these strategies, hotels effectively address current issues while building a foundation for sustained guest loyalty and a reputation for exceptional service quality.

Complaints significantly impact a hotel's reputation by influencing public perception and guest trust, which is critical to long-term success in the hospitality industry. Negative feedback, particularly when shared on public platforms or social media, can damage the hotel's image, discouraging potential guests from booking. Frequent complaints about service quality, cleanliness, or amenities indicate systemic issues, which may lead to a perception of unreliability or poor management. Such a reputation can result in reduced customer loyalty, lower occupancy rates, and diminished profitability. Conversely, how a hotel handles complaints also shapes its reputation (Aysan & Syarif, 2024; Muharam & Asutay, 2022; Osman et al., 2021; Supaijo et al., 2023). Prompt, empathetic, and effective resolution of guest concerns demonstrates a commitment to customer satisfaction, fostering trust and goodwill. A proactive approach to addressing issues, such as implementing visible improvements based on guest feedback, can even turn a negative situation into a reputation-enhancing opportunity. Positive word-of-mouth from satisfied customers, especially those whose complaints were handled well, reinforces the perception of a responsible and guest-centric establishment. How complaints are managed can either undermine or strengthen a hotel's reputation. Consistently addressing grievances with professionalism and care ensures a hotel's reputation remains resilient, reinforcing its competitive edge in a dynamic and highly scrutinized industry.

4. CONCLUSION

This research investigates visitor perceptions toward Shariah-compliant hotels in contemporary hospitality, focusing on how these establishments align with guest expectations and satisfaction in a competitive global market. Based on an analysis of 445 customer reviews, the study explores the interplay between Islamic principles and modern service standards, addressing key themes such as cleanliness, staff behavior, Halal compliance, and family-oriented facilities. With the growth of Muslim travel globally, understanding these perceptions is critical for enhancing loyalty, improving service quality, and strengthening market competitiveness. Using a descriptive-analytical methodology, the research identifies patterns in guest feedback, sentiment analysis, and their correlation with overall satisfaction. The findings highlight that cleanliness is the most frequently mentioned aspect, appearing in over 30% of reviews, emphasizing its importance in meeting Islamic values and universal hospitality standards. Staff behavior, noted in 25% of reviews, underscores the impact of attentive and courteous service on visitor perceptions. Halal compliance, mentioned in 20% of the feedback, reflects the significance of accessible prayer facilities and Halal-certified dining for Muslim travelers. Family-oriented and worship facilities collectively accounted for 15% of mentions, showcasing



the need for spiritually and culturally accommodating environments. Sentiment analysis revealed a weak positive correlation (0.165) between ratings and sentiment polarity, while 10% of reviews expressed dissatisfaction, particularly with tranquility, maintenance, and service inconsistencies. The research underscores that visitor perception in Shariah-compliant hotels hinges on successfully integrating Islamic principles with operational excellence. Addressing recurring complaints and leveraging positive feedback allows these hotels to align with faith-based and universal guest expectations. This perspective highlights the dual challenge and opportunity of catering to a niche market while ensuring broad appeal, contributing practically to operational strategies and theoretically to the evolving discourse on inclusive hospitality management.

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