

Application of Sharia Principles and Consumer Interest in Sharia Hotels

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Abstract: *The purpose of this study was to find out the application of sharia principles and consumer interest in choosing the Walisongo Syariah Hotel Surabaya. Multiple regression analysis method with 3 variables namely Sharia Label (X1), Application of Sharia Principles (X2) and Consumer Interest (Y) involving 50 respondents. The results of the study obtained that the application of sharia principles has been carried out in operational activities at the Walisongo Syariah Hotel, Surabaya. There is a significant relationship between sharia labels and consumer interest in the Walisongo Syariah Hotel Surabaya. The application of sharia principles is significant at 0.941 which greatly influences consumer interest in using the Walisongo Syariah Hotel Surabaya. The better the application of sharia principles, the higher the interest of consumers to use sharia hotels as accommodation services*

Keywords : *Sharia Label,, Application of Sharia Principles, Consumer Interest*

Introduction

World Tourism Organization data, in 2016, 1.235 billion international tourist arrivals were recorded worldwide, which is 3.9% higher than in 2015 and is a new record level (Ivanić et al., 2018). Over the past few decades, the flow of international tourists and the importance of industrial tourism to the economies of many countries have steadily increased. In 2015, world leaders agreed on a new agenda towards 2030 and tourism is now included in at least 3 of 17 universal destinations (Comerio & Strozzi, 2019). The growth in tourism is also in line with the development of the hotel business in Indonesia which is currently growing rapidly. Likewise, the growth of guests before Covid also experienced rapid growth of 44.1%, a total of 174,168 guests from the previous year.(Badan Pusat Statistik, 2017)

Based on data from the Central Bureau of Statistics (BPS) in the last five years (2014-2018) the growth of foreign tourist visits each year has increased by around 14 percent, higher than the previous five year period (2009-2013), which was 9 percent. In 2018 the total number of tourist visits was 15.81 million people (Rosaliana et al., 2022). Likewise, hotels have now developed into a very promising business field, where all modern people who go out of town for work or entertainment really need lodging or hotel services.

Hotel is one of the businesses engaged in the service sector specifically accommodation, the market segment is guests who come for rest or business purposes. Every consumer has the right to comfort, security, correct and honest information and the right treatment or service for what is purchased. Hotels are basically a business sector that provides services for guests to stay, including providing beverage and food services, as well as other supporting service facilities (Rusnenda & Pasaribu, 2021)

The emergence of Sharia Hotels in the hospitality industry is a new trend in the accommodation business in several regions, one of which is Indonesia. In fact, some of them are icons of Islamic da'wah for visitors who want to enjoy the comfort and safety of all the facilities available at Syariah Hotels.(Martiasari & Hendratmi, 2022). Sharia hotels can be defined as hotels that in the supply, procurement and use of products and facilities as well as in their operations do not violate sharia rules. Sharia hotels are hotel models that offer facilities that are in accordance with Islamic values, so as to minimize the practice of adultery, alcohol, psychotropics and gambling.(Saodin, 2021) Sharia hotels must provide services that are able to meet basic needs and make it easier for hotel visitors to get food without having to travel far outside the hotel.

In line with what Diah Aprilianing Tyas said that with regards to halal tourism, sharia hotels are a residential option for Indonesian and foreign Muslim (Tyas & Supriyanto, 2022). Sharia hotels in Indonesia can take a role in the halal tourism market. An icon of Islamic da'wah for visitors who want to enjoy the comfort and safety of all the facilities available at the hotel (Muthoifin, 2015). Sharia hotels can avoid negative stigma, now Muslim consumers are starting to be attracted to Sharia hotels which provide serenity and comfort for consumers in worship, such as providing places of worship, providing an environment with an Islamic atmosphere and providing food in restaurants that are guaranteed to be halal.(Martiasari & Hendratmi, 2022).

Farhaani Yadhaniingrum stated that consumers make decisions to stay at Sharia hotels due to the increasing needs and desires of Muslim consumers (Farhaani Yadhaniingrum & Hidayati, 2021). The Sharia brand certainly makes people more trusting and interested in staying overnight. Sharia Brand Identity in hotels raises motivation for people to stay overnight, motivation is also an important thing for some people in determining purchasing decisions for a product or service. The purpose of sharia business is for human welfare, which contains the values of trust, life, reason, future life and well-being (Hamdani, 2022)

However, as the sharia hotel industry in Indonesia progresses, not all of these businesses apply overall sharia principles in accordance with the Regulation of the Minister of Tourism and Creative Economy Number 2 of 2014 concerning Guidelines for Implementing Sharia Hotel Businesses(Septiningrum, 2021). All components of the hotel's operational technical criteria, starting

from small things such as what information must be available at the front office, toilet equipment in public toilets, to the presentation of the types of food and drinks available in the reception policies and procedures, house rules, all must be ensured meet sharia criteria.

Sharia hotels are hotels that function like hotels in general, however, their operations and services comply with sharia principles or Islamic teachings, providing a peaceful, comfortable atmosphere for both Muslim and non-Muslim guests based on Sharia or Islamic rules. Rahardi stated that the facilities in the hotel had the most chance of influencing the decision to stay (Rahardi, N., & Wiliasih, 2016). The design dimension is a factor that is no less important as a characteristic of sharia hotels provided that there are no ornaments in the form of living things. guest comfort stay (Ariyanto, 2012). From the description above, the researcher wants to know the implementation of the application of sharia principles and consumer interest in the decision to choose the Hotel Syariah Walisongo, Surabaya

Method

Quantitative research involving independent variables namely Sharia Label (X1) and Application of Sharia Principles (X2) while the dependent variable Consumer Interest (Y) (Ulum, Miftachul, 2023). The number of respondents in the study were 50 people. This study presents 4 hypotheses. Ha there is a significant relationship between sharia labels on consumer interest. Ho: there is no significant relationship between sharia labels on consumer interest. Ha: there is a significant relationship between the application of sharia principles to consumer interest. Ho: there is no significant relationship between the application of sharia principles to consumer interest. Test data analysis using multiple regression (Ulum, 2013) and data processing using SPSS software version 23 (Ulum, 2020)

Results and Discussion

Application of Sharia Principles at The The Hotel Syariah Walisongo Surabaya

The The Hotel Syariah Walisongo Surabaya continues to develop from its initial establishment with 44 guest rooms and now has 94 guest rooms with various types of rooms. Room reservations for The The Hotel Syariah Walisongo Surabaya can be made directly in the hotel lobby or by making reservations by telephone. The check-in conditions that apply at The The Hotel Syariah Walisongo Surabaya start at 13.00 WIB and Check Out at 12.00 WIB the next day.

The management of The Hotel Syariah Walisongo Surabaya enforces several guest rules; Each guest is expected to bring an identity card, husband and wife must include an identity card with the same address, pay a deposit of 1.5 times the room price at check-in, pay the room price every day, do not commit immoral acts, do not bring and consume drinks and illegal drugs .

The Hotel Syariah Walisongo Surabaya also provides ticketing services for guests who wish to order train, airplane or ship tickets. The hotel management owns and implements a halal assurance system. This is carried out in daily hotel operations, starting from reception where guests do not want to stay overnight, non-muhrim guests are not allowed to stay in one room except for those who are already husband and wife. Services for non-Muslim guests remain the same as Muslim hotel guests, namely maintaining Islamic values by respecting the religion of non-Muslim guests. Each available guest room is equipped with facilities to facilitate worship.

The Hotel Syariah Walisongo Surabaya also issues its zakat every year, namely during the month of Ramadan and is given to all hotel employees. For salaries earned by employees each month, hotel management does not make allowances to be allocated for zakat payments. Hotel management requires all employees to wear polite uniforms. Female employees are required to wear a headscarf and wear a uniform that covers their private parts. Habits emphasized by hotel management to employees in accordance with sharia principles include every employee being required to greet or say hello and shake hands when meeting fellow employees, superiors and hotel owners.

The implementation of sharia principles in products, services and management at The Hotel Syariah Walisongo Surabaya is reflected in daily activities in the hotel environment. The bathroom is a small bathroom for one person, not a large bathroom, in which there are urinals that several people can enter. Written information in the form of rules of conduct for The Hotel Syariah Walisongo Surabaya on the front office desk of the hotel stating that they do not accept spouses who are not muhrim.

Without request, guests have provided prayer rugs in all hotel rooms for every guest who stays to make it easier to worship if you want to pray in the room along with a Qibla direction sign. The Hotel Syariah Walisongo Surabaya has provided Al-Quran in every hotel room so that guests can recite/read Al-Quran in the room. Unavailability of access to pornography and immoral acts. For non-mukhrim guests who want to meet, please meet them in the lobby or outside the room. For room types that provide Cable TV, the hotel management subscribes to Islamic local and international television channels so that guests cannot abuse hotel facilities for purposes that are outside Islamic sharia. There are no alcoholic drinks in the mini bar. In this type of room there are mini bar facilities or food and soft drink facilities available in the form of mineral water, fanta, sprit and similar drinks, not in the form of alcoholic beverages which are prohibited in Islam.

Perceptions of the Influence of the Sharia Label at The Hotel Syariah Walisongo Surabaya

A total of 50 respondents gave statements regarding choosing to use the services of The Hotel Syariah Walisongo Surabaya because it was labeled sharia with a doubtful answer category of 7 respondents or 14%, agreed as many as 24 respondents or 48% and strongly agreed as many as 19 respondents or 38%.

The respondent's statement that The Hotel Syariah Walisongo Surabaya is located in a religious area, namely the area of the Sunan Ampel Cemetery with a doubtful answer category of 4 respondents or 8%, agreed by 18 respondents or 36%, and strongly agreed by 28 respondents or 56%.

Perceptions of the Implementation of Sharia Principles at The Hotel Syariah Walisongo Surabaya

A number of respondents as many as 50 people gave statements regarding the availability of prayer equipment in each room and there are places of worship / prayer rooms on every floor of The Hotel Syariah Walisongo Surabaya. with the category of answers agreeing as many as 27 respondents or 54%, and strongly agree as many as 23 respondents or 46%.

Respondents' statements that The Hotel Syariah Walisongo Surabaya does not provide night club/discotheque facilities, alcoholic beverages and food which are prohibited by Islamic law with categories of answers disagreeing as many as 3 respondents or 6%, doubtful as many as 11 respondents or 22%, agreeing as many as 20 respondents or 40%, and strongly agree as many as 16 respondents or 32%.

Respondents' statements for consumers who are not husband and wife are not allowed to stay at The Hotel Syariah Walisongo Surabaya with a category of answers that strongly disagree as many as 2 respondents or 4%, disagree as many as 4 respondents or 8%, in doubt as many as 7 respondents or 14% , agreed as many as 24 respondents or 48%, and strongly agreed as many as 13 respondents or 26%.

Respondents' statements that at The Hotel Syariah Walisongo Surabaya the receptionist welcomes guests in a friendly, polite, courteous manner and provides information to consumers properly and clearly with categories of answers that strongly disagree as many as 4 respondents or 8%, disagree as many as 9 respondents or 18%, Doubtful as many as 5 respondents or 10%, agree as many as 21 respondents or 42%, and strongly agree there are 11 respondents or 22%.

Perceptions of Consumer Interest in The Hotel Syariah Walisongo Surabaya

A number of respondents as many as 50 people gave statements that they felt comfortable using the services of The Hotel Syariah Walisongo Surabaya with categories of answers disagreeing as many as 2 respondents or 4%, doubtful as many as 1 respondent or 2%, agreeing as many as 26 respondents or 52% and strongly agree there were as many as 21 respondents or 42%.

Statements of respondents feel happy because The Hotel Syariah Walisongo Surabaya is in accordance with Islamic law in its operational system with categories of answers disagreeing as many as 3 respondents or 6%, doubtful as many as 8 respondents or 16%, agreeing as many as 27 respondents or 54%, and strongly agree as many as 12 respondents or 24%.

Respondents' statements feel respected and valued because The Hotel Syariah Walisongo Surabaya has employees who are always friendly, polite and patient to all consumers with a category of answers that strongly disagree as many as 3 respondents or 6%, disagree as many as 2 respondents or 4%, in doubt as much as 4 respondents or 8%, agreed as many as 27 respondents or 54%, and strongly agreed as many as 14 respondents or 28%.

Statements of respondents feel comfortable because The Hotel Syariah Walisongo Surabaya has many advantages which are not necessarily the same as other hotels with categories of answers disagreeing as many as 4 respondents or 8%, doubtful as many as 7 respondents or 14%, agreeing as many as 25 respondents or 50%, and strongly agree as many as 14 respondents or 28%. The results of the correlation test between variable X1 (Sharia Label) and variable X2 (Implementation of Sharia Principles) with variable Y (Consumer Interest) as the results of processing using SPSS in table 1

Table 1 Correlations

		Sharia label	Sharia Principles	Consumer Interest
Sharia label	Pearson Correlation	1	.934**	.905**
	Sig. (2-tailed)		.000	.000
	N	50	50	50
Sharia Principles	Pearson Correlation	.934**	1	.941**
	Sig. (2-tailed)	.000		.000
	N	50	50	50
Consumer Interest	Pearson Correlation	.905**	.941**	1
	Sig. (2-tailed)	.000	.000	
	N	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

The result of the correlation (r) between sharia labels (X1) and consumer interest (Y) is 0.905 with the implied probability level of 0.05 meaning that there is a significant relationship between sharia labels and consumer interest at The Hotel Syariah Walisongo Surabaya.

The result of the correlation (r) between the application of sharia principles (X2) and consumer interest (Y) is 0.941 with the implied probability level of 0.05 meaning that there is a significant

relationship between the application of sharia principles to consumer interest at The Hotel Syariah Walisongo Surabaya .

Conclusion

Based on the results of research conducted at The Hotel Syariah Walisongo Surabaya, a conclusion can be drawn

1. The sharia label has a very significant influence on consumer interest in using The Hotel Syariah Walisongo Surabaya. With the existence of a sharia label, the higher the interest of consumers to use sharia hotels as accommodation services.
2. The application of sharia principles significantly influences consumer interest in using The Hotel Syariah Walisongo Surabaya. The better the application of sharia principles, the higher the interest of consumers to use sharia hotels as accommodation services. Simultaneously the sharia label variable and the application of sharia principles have a significant effect on consumer interest in using the services of The Hotel Syariah Walisongo Surabaya.

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