



Al-Amwal: Jurnal Ekonomi dan Perbankan Syariah  
ISSN: 2303-1573 e-ISSN: 2527-3876  
Homepage: <https://www.syekh Nurjati.ac.id/jurnal/index.php/amwal>  
email: [jurnalalamwal@syekh Nurjati.ac.id](mailto:jurnalalamwal@syekh Nurjati.ac.id)

AL-AMWAL

## Determinant Factors of Consumer Satisfaction in Syariah Hotels Service to Costumer Decision Impact

Adelia Putri Anzelina\*

\*Manajemen Bisnis Syariah, Universitas Muhammadiyah Sumatera Utara  
E-mail: [adputrianzelina@gmail.com](mailto:adputrianzelina@gmail.com)

### Abstract

*This research aims to find out the rate of consumer satisfaction regarding the decision to stay at a sharia hotel in North Sumatra. This research approach is quantitative multivariate analysis. The population is all consumers and the sample is 100 consumers. In this research, the analysis was assisted by the SPSS 29.00 application using simple linear regression analysis to prove whether or not there was an impact provided by the independent variable on the dependent variable. The data analysis technique in this research uses the classic assumption test which includes the normality test, linearity test and heteroscedasticity test, and hypothesis testing which includes the t test. To find out the coefficient of determination, a partial test will then be carried out to test the impact that the independent variable partially has on the dependent variable. Partially, the consumer satisfaction variable has a significant effect on decisions.*

**Keywords:** Sharia Hotel, Consumer Satisfaction, Decision to Stay.

### Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana tingkat kepuasan konsumen terhadap keputusan menginap di hotel syariah di Sumatera Utara. Pendekatan penelitian ini adalah kuantitatif dengan analisis multivarian. Populasinya adalah seluruh konsumen dan sampelnya sebanyak 100 konsumen. Dalam penelitian ini analisis dibantu oleh aplikasi SPSS 29.00 dengan menggunakan analisis regresi linier sederhana untuk membuktikan ada atau tidak dampak yang diberikan oleh variabel Independent terhadap variabel dependent. Teknik analisis data pada penelitian ini menggunakan uji asumsi klasik yang meliputi uji normalitas, uji linearitas dan uji heterokedastisitas, dan uji hipotesis yang meliputi uji t. Untuk mengetahui koefisien determinasi selanjutnya akan dilakukan uji parsial untuk mengetes dampak yang diberikan variabel independent secara parsial terhadap variabel dependentnya. Secara parsial bahwa variabel kepuasan konsumen berpengaruh signifikan terhadap keputusan.

**Kata kunci:** Hotel Syariah, Kepuasan Konsumen, Keputusan Tinggal.

## **INTRODUCTION**

Research in the field of sharia economics is progressing rapidly. One of the ongoing research is about the Halal Industry (Khairunnisa & Sari, 2022). Sharia banks are considering hotel business financing to ensure sharia hotels maintain high service standards and religious observance, thereby increasing consumer satisfaction (Rahmayati, 2019). Sharia hotels are a specific type of accommodation that is regulated and run based on sharia principles or Islamic standards. Hotel classification is a categorization of hotels based on a star hotel system, starting from the lowest class of one star hotel (1) to the highest class of five star hotel (5). Hotels that do not fall into the classification range of one star (1) to five stars (5) are referred to as non-star hotels or budget hotels (Hadiasali et al., 2022).

Based on data released by BPS SUMUT, the Average Room Occupancy Rate (TPK) of star-rated hotels in North Sumatra in 2022 reached an average of 44.52%. In comparison, the average for 2021 was only 29.11%. This represents an increase of 15.41%. This demonstrates that hotels can be a profitable business, whether they are sharia-compliant or conventional.

The existence of Sharia Hotels in North Sumatra is a catalyst for the progress of the Indonesian hotel industry. The initiative to advance the tourism industry in Indonesia is to encourage the integration of the majority of Indonesian Muslims into the sharia tourism sector, thereby generating demand for the sector. Adapting Sharia to meet Indonesia's specific needs. To ensure that the community plays a significant role in the development of sharia tourism in Indonesia (Irawan et al., 2024; Wartoyo et al, 2022).

Based on research that has been conducted, consumer happiness has quite a big influence on the choice of staying at a sharia hotel. Companies must prioritize consumer happiness to ensure sustainable growth and development (Lubis et al., 2022; Irawan et al., 2024; Almira, 2021).

Companies must meet customer satisfaction by producing high-quality products or services that are in line with client preferences (Almira, 2021; Novitasari et al, 2023). Procurement choices, whether made by individuals or organizations, have enormous significance. Although sometimes the decision-making process can proceed without complications, it is often fraught with challenges. This is an important aspect of management for any organization. Purchasing decisions involve evaluating and selecting between different options, using existing preferences, to identify the option considered most profitable (Saputra & Ardani, 2020; Wartoyo & Nurhaida, 2020).

Decision making can be viewed as the result of a cognitive process in which a person chooses an action from a series of existing options or programs (Tirtayasa et al., 2021). Services marketing is largely centered on consumer decision making, particularly their choice to avail of a particular service or seek alternative options. Purchasing decisions have a significant influence on the continuity of company operations. This research aims to help sharia hotel business owners increase consumer happiness and improve the quality of newly established sharia hotels. As long as consumer satisfaction is upheld, consumers will choose sharia hotels (Zaizafun et al, 2024).

Managing a Sharia hotel is not easy because the product being offered is intangible. This means it cannot be seen, touched, felt, heard, or smelled before purchase. Once the service is purchased, customers evaluate it, which allows for the measurement of their satisfaction level, requiring physical facilities. Similarly, in hotels, guests can only enjoy

a comfortable rest (sleep) due to the visible facilities. For Sharia hotels, guests not only feel comfortable but also experience an environment free from elements of immoral activities, intoxication, and impurities.

According to research conducted by Sulistianingsih et al. (2024), customers who perceive higher value from a hotel's Sharia compliance report higher levels of satisfaction. This finding contributes to the growing body of research on the importance of Sharia compliance in the hospitality industry, highlighting the need for hotels to prioritize providing Sharia-compliant facilities and services to meet the needs of Muslim travelers. Meanwhile, research by Argarini (2024) indicates that Sharia hotels are becoming a trend, with many emerging in various cities emphasizing "Sharia." However, Sharia hotels should not be merely about the label; there must be clear specifications and criteria to prevent them from becoming just a business commodity. Research by Riyanto & Supriadi (2024) states that service is something that companies provide to customers, resulting in customer satisfaction and loyalty.

In a Sharia hotel, the issue is not just about being a place free from elements that do not conform to Islamic norms, but also about how the hotel's management aligns with Sharia requirements and principles. For example, the way greetings are handled when visitors enter the hotel can also be an indicator of the challenges faced by a Sharia hotel.

The issue with Sharia hotels is not just about the label "Sharia" or mere claims; it is essential to have clear specifications and criteria to avoid ambiguity and prevent it from becoming merely a business commodity. Therefore, the author is interested in researching the problems of management faced by Sharia hostels that have boldly positioned themselves as providers of accommodation services based on Sharia principles or that are Sharia-compliant.

## **LITERATURE REVIEW**

### **Definition of Sharia Hotel**

In the Islamic religion, individuals or groups are not allowed to use any means just for the purpose of obtaining financial gain. Therefore, it is very important to establish an Islamic framework that can serve as a definitive guide to determine the permissible and impermissible aspects of running a business in accordance with Islamic principles, commonly referred to as sharia. Therefore, it is very important to strive for the establishment and implementation of healthy and accurate sharia hotel principles in hotel management, ensuring the economy runs smoothly and adhering to the teachings of the Islamic religion (Irawan et al., 2024).

Sharia hotels are hotels that aim to comply with sharia standards in the procurement, supply and utilization of products and facilities, as well as in their overall business operations. This hotel implements a sharia system to minimize and prevent potential misuse of facilities by guests.

There are several differences that might be emphasized between sharia hotels and regular hotels. Sharia hotel regulations adhere to Islamic teachings, including prohibiting non-Muslim couples from sharing rooms. Apart from that, sharia hotel financial management must comply with sharia standards, so it is necessary to utilize sharia banking. In addition, this sharia hotel offers facilities such as a special prayer room, prayer equipment provided in each room, timely reminders of the call to prayer, and interior

design features that reflect Islamic culture. In addition, staff working in sharia hotels also need to adhere to Muslim attire and have a comprehensive understanding of the basic principles of sharia. In addition, the event prohibits the use of alcoholic drinks and non-halal cuisine, and does not provide facilities such as clubs or discos (Aziz et al, 2024).

In accordance with the Fatwa issued by DSN-MUI with reference number 108/DSN-MUI/X/2016, Sharia Hotel Business is the operation of a facility that offers rooms, along with food and beverage services or other entertainment facilities, in everyday life. base. The main aim of this business is to generate profits while complying with sharia standards. Sharia hotel business requirements include a set of standards or guidelines that cover several factors such as goods, services and management. At the start of booking a hotel room, the Sharia Hotel Business follows a special agreement called the Ijarah Agreement. An Ijarah agreement is a contractual agreement that involves the transfer of usage rights or services for a certain period of time in exchange for payment or salary (Gina & Mohammad, 2024).

### **Consumer Satisfaction**

Consumer satisfaction refers to consumers' assessment of how well the product or service they receive meets their expectations. A consumer's loyalty will most likely be maintained if they are satisfied with the value obtained from a product or service. Satisfaction refers to an individual's emotional state of satisfaction or dissatisfaction that develops from evaluating the performance or results of a product or service in relation to their initial expectations (Febri et al., 2024).

Customers can potentially experience three different levels of satisfaction. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the client is very satisfied, happy, and enthusiastic. However, if performance falls short of expectations, customers are dissatisfied. In essence, the main goal of every marketing effort must be to achieve customer or customer happiness (Adnan, 2018).

Indrasari (2019) states that customer happiness can be measured using many metrics.

1. Level of satisfaction with hotel services
2. Desire to recommend the hotel to others
3. Intend to stay at the hotel again
4. Perception of service quality compared to expectations

### **Decision**

Decisions involve cognitive processes of remembering, thinking, processing information, and evaluative judgments (Tobing & Bismala, 2015). Decision is the process of choosing between two or more alternative options. The decision-making process includes various choices, such as determining the characteristics and advantages of the product, choosing the form of the product, determining the brand, determining the number of products, choosing the seller, and determining the time and method of payment (Nasution & Lesmana, 2018). Tobing and Bismala (2015) discuss various indicators or benchmarks that can be used in this research.

1. Intention to stay again at a sharia hotel
2. Planning to make reservations in the future

3. Previous positive experiences that influence interest in staying again
4. Perception of the added value provided by sharia hotels

## METHODS

This research effort uses primary data and uses a simple linear regression model. The researchers collected this data through a survey strategy, namely distributing questionnaires to respondents using online platforms such as Google Forms, as well as directly from several respondents.

Population refers to all analytical units analyzed by researchers, which have certain quantities and characteristics (Sugiyono, 2018). The demographics of this research cover all Sharia Hotel consumers in North Sumatra.

In accordance with Sugiyono's (2018) findings, the sample represents part of the population, both in quantity and characteristics. If the population is large and the researcher is unable to study every element in the population. The formula needed to calculate the sample size is the Lemeshow formula as explained in the work of Lemeshow (1997).

$$n = \frac{Z\alpha^2 \times P \times Q}{L^2}$$

**Gambar 1. Lemeshow**

Information:

- n = Minimum number of samples required
- Z $\alpha$  = Standard value of the distribution according to the value  $\alpha = 5\% = 1.96$
- P = Prevalence of outcome, because data has not yet been obtained, 50% is used
- Q = 1 – P
- L = 10% level of accuracy

Based on the formula, then

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.1)^2} = 96,04$$

The findings show that a minimum sample size of 96 respondents is required for this research, and the author succeeded in obtaining data from 100 consumers of the Syariah Hotel in North Sumatra.

## Analysis Techniques

The analysis procedure for this research is made easier by using the SPSS 29.00 application which uses simple linear regression analysis to determine whether there is an influence of the independent variable on the dependent variable.

The data analysis methodology used in this research is to use traditional assumption tests such as normality tests, linearity tests, and heteroscedasticity tests, as well as hypothesis testing through the use of the t test. Next, the coefficient of determination will be assessed using a partial test to determine the specific influence of the independent variable on the dependent variable.

## RESULT AND DISCUSSION

### 1. Data Quality Test

#### a. Validity test

Validity tests are carried out to ensure the validity of the questionnaire for each variable. The validity test findings of this research are displayed in the table below:

**Table 1. Instrument Validity Test Results  
Consumer Satisfaction Variable (X)**

Item-Total Statistics			
Item Pernyataan	Sig < 0,05	Rhitung > Rtabel	Information
X1.1	0,001 < 0,05	0.796>0.195	Valid
X1.2	0,001 < 0,05	0.752>0.195	Valid
X1.3	0,001 < 0,05	0.516>0.195	Valid
X1.4	0,001 < 0,05	0.693>0.195	Valid
X1.5	0,001 < 0,05	0.772>0.195	Valid
X1.6	0,001 < 0,05	0.739>0.195	Valid

Source: SPSS Data Processing 29.00 (2024)

**Table 2. Instrument Validity Test Results  
Decision Variable (Y)**

Item-Total Statistics			
Item Pernyataan	Sig < 0,05	Rhitung > Rtabel	Information
Y1	0,001 < 0,05	0.773>0.195	Valid
Y2	0,001 < 0,05	0.809>0.195	Valid
Y3	0,001 < 0,05	0.733>0.195	Valid
Y4	0,001 < 0,05	0.828>0.195	Valid
Y5	0,001 < 0,05	0.760>0.195	Valid
Y6	0,001 < 0,05	0.749>0.195	Valid
Y7	0,001 < 0,05	0.788>0.195	Valid
Y8	0,001 < 0,05	0.761>0.195	Valid

Source: SPSS Data Processing 29.00 (2024)

From the results of validity testing in the table above, there are 14 questionnaires containing these 2 variables that have been filled in by respondents in this study. One way to find out which questionnaires are valid and invalid is to find out the rtable first. From the results of the validity calculations in the table above, it can be seen that rcount > rtable, which means that all the questionnaires above are declared valid. All questionnaires are declared valid because rcount is more than rtable. It can be concluded that all statements from the two variables are suitable for use as instruments in research.

#### b. Reliability Test

This research requires a reliability test to assess the consistency of the questionnaire in measuring the impact of variable X on variable Y. Before testing reliability, decisions are taken based on an alpha of at least 0.60. A variable is considered reliable if the value is >0.60; conversely, if the value is <0.60, the variable is considered unreliable. The results of the reliability test on this research variable will be explained as follows:

**Table 3. Reliability Test**

Variabel	Cronbach's Alpha	N of Items	Keterangan
Consumer Satisfaction	0.862 > 0.06	6	Reliable
Decision to Stay	0.865 > 0.06	8	Reliable

Source: SPSS Data Processing 29.00 (2024)

The reliability test on variables X and Y shows that the Cronbach's alpha value for this variable exceeds the base value of 0.60. This confirms that all statements in the variable X and Y questionnaire are considered reliable.

### Simple Linear Regression

A simple linear regression model is used to determine the effect of the independent variable on the dependent variable. This simple linear regression analysis is used to determine consumer satisfaction with the decision to stay at a sharia hotel in Medan City.

$$Y = a + \beta_1 X_1 + \epsilon$$

- Information :
- Y = Decision
  - a = Konstanta
  - $\beta$  = Koefisien Regresi
  - $X_1$  = Consumer Satisfaction
  - $\epsilon$  = Standart Error

The following is a table which is the SPSS output result.

**Table 5. Simple Linear Regression Test**

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	10.992	1.995		5.511	<.001		
	KEPUASAN KONSUMEN (X)	.432	.058	.600	7.433	<.001	1.000	1.000

a. Dependent Variable: KEPUTUSAN (Y)

Source: SPSS Data Processing 29.00 (2024)

From the table above, the regression equation can be determined based on column B which is the regression coefficient for each variable. So the regression equation is as follows.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

$$\text{Decision} = 10.992 + 0.432 + \epsilon$$

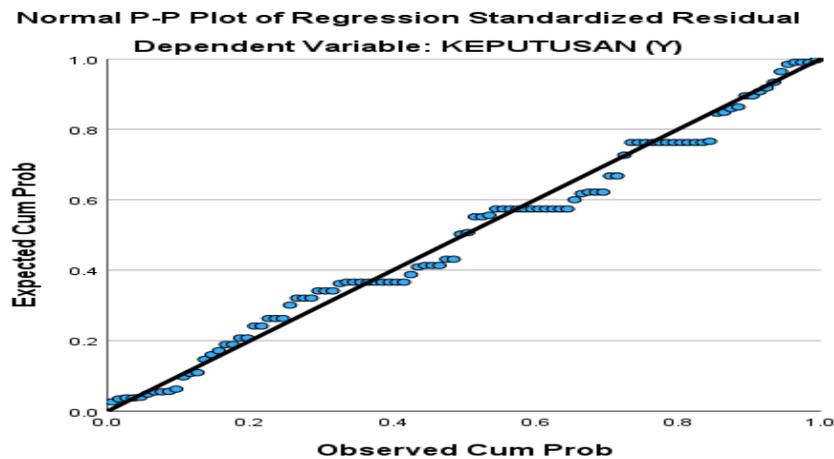
The following is an explanation of the results of the regression equation which can be implemented as follows:

- a. A constant value of 10,992 indicates consumer satisfaction is in a constant state where it does not change or is equal to zero, so the decision has a value of 10,992.
- b. The consumer satisfaction coefficient value is 0.432 in a positive direction, indicating that consumer satisfaction has increased, which will be followed by an increase in decisions of 0.432, assuming the other independent variables are considered constant.

## 2. Classic Assumption Test

### a. Data Normality Test

The Normality Test aims to determine whether the distribution of data follows or approaches a normal distribution (Santoso, 2019). Normality of data is important because data that is normally distributed means the data is considered to represent the population.



Source: SPSS Data Processing 29.00 (2024)

**Figure 1 Normality Test**

Based on Figure 1.1 normal probability plots, it can be seen that the points are spread around the diagonal line and follow the direction of the diagonal line, so it can be concluded that the residuals are normally distributed and the regression model. So, the normality requirements have been met.

### b. Multicollinearity Test

Multicollinearity test means that the independent variables contained in the regression model have a perfect or near perfect linear relationship (Purnomo, 2017). The cutoff value that is generally used to indicate the presence of a multicollinearity test is that there are no symptoms of multicollinearity, if the Tolerance value is  $\geq 0.10$  and the VIF value is  $< 10$ . Based on the SPSS output results, the VIF value and tolerance value can be seen in table 5 below.

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	10.992	1.995		5.511	<.001		
	KEPUASAN KONSUMEN (X)	.432	.058	.600	7.433	<.001	1.000	1.000

a. Dependent Variable: KEPUTUSAN (Y)

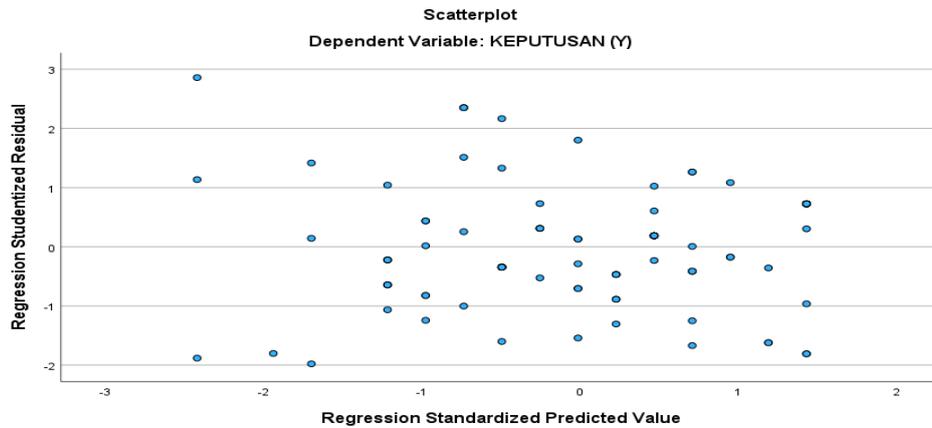
Source: SPSS Data Processing 29.00 (2024)

Based on table 4, it shows that each independent variable has a tolerance value  $\geq 0.10$ , which means that there is no correlation between the independent variables. The VIF calculation results can also show the same thing, where each independent variable value can have a VIF value  $\leq 10$ , so it can be concluded that there are no symptoms of multicollinearity.

### c. Heteroscedasticity Test

Heteroscedasticity test is this test which aims to find out whether the regression model has unequal variances from the residuals of other observations (Juliandi, 2015). A regression model that meets the requirements is one where there is the same variance

from the residuals of one observation to another, which is called heteroscedasticity. Based on the SPSS output results, the scatterplot diagram can be seen in Figure 1.2 below.



Source: SPSS Data Processing 29.00 (2024)

Figure 2 Heteroscedasticity test

Based on Figure 2 above, it can be seen that the points are random, both above and below the number 0 on the Y axis and do not show a particular pattern or shape. So the assumption for the heteroscedasticity test can be concluded that the regression model that can be used does not have heteroscedasticity.

## Hypothesis testing

### 1. Partial Test (t Test)

The t test was carried out to determine the effect of each independent variable consisting of work experience on the dependent variable, namely work discipline. The criteria for accepting or rejecting the hypothesis are as follows:

- If Sig > 0.05, then H0 = accepted, so there is no significant influence between the independent and dependent variables.
- If sig < 0.05, then H0 = rejected, so there is a significant influence between the independent and dependent variables.
- If tcount > ttable, then H0 = rejected so there is a significant influence between the independent and dependent variables.
- If tcount < ttable, then H0 = accepted so there is no significant influence between the independent and dependent variables.

**Table 6. Partial Test (t Test)**

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.992	1.995		5.511	<.001		
	KEPUASAN KONSUMEN (X)	.432	.058	.600	7.433	<.001	1.000	1.000

a. Dependent Variable: KEPUTUSAN (Y)

Source: SPSS Data Processing 29.00 (2024)

#### a. The Influence of Consumer Satisfaction on Decisions

The t test is used to find out whether consumer satisfaction has an individual (partial) effect and has a significant relationship or not with the decision. Data from SPSS Version 29 data processing, the t test results obtained are as follows:

tcount = 7,433

ttable = 1.985

Based on the results of partial testing of the influence of Consumer Satisfaction on Decisions, the t-count value for the Consumer Satisfaction variable is 7.433 and ttable with  $\alpha = 5\%$  is 1.985. The Consumer Satisfaction variable has a tcount value greater than ttable ( $7,433 > 1,985$ ) with a significant number of  $0.001 < 0.05$ . So based on decision making it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, this shows that in terms of material there is a significant positive influence between Consumer Satisfaction on Decisions.

## 2. Coefficient of Determination Test (R-Square)

According to (Sugiyono, 2012) the coefficient of determination essentially regulates how far it explains variations in the dependent variable. Another way to see the suitability of the linear regression model is to measure the contribution made by the independent variable (X) in predicting the value of Y.

Based on the SPSS output results, the coefficient of determination test results can be seen in table 8 below.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.600 <sup>a</sup>	.361	.354	2.405	1.757

a. Predictors: (Constant), KEPUASAN KONSUMEN (X)  
 b. Dependent Variable: KEPUTUSAN (Y)

Source: SPSS Data Processing 29.00 (2024)

Based on table 8. above, it can be seen that the value of  $R=0.600$  for the relationship between variables and  $R\text{ Square}= 0.361$  means 36.1%, indicating that the ability of the independent variable, namely consumer satisfaction, in explaining the dependent variable, namely decisions, is 36.1%. So it can be concluded that the decision is influenced by consumer satisfaction in explaining the decision by 36.1%, while the remaining amount is ( $100\% - 36.1\% = 63.9\%$ ) which has been influenced by other factors which have not been able to explain the independent variables in the model. this research.

## DISCUSSION

This research reveals the analysis of consumer satisfaction regarding the decision to stay at a sharia hotel in Medan City, with a predetermined hypothesis. The following is an explanation of each variable.

Based on the results of partial testing of the influence of Consumer Satisfaction on Decisions, the t-count value for the Consumer Satisfaction variable is 7.433 and ttable with  $\alpha = 5\%$  is 1.985. The Consumer Satisfaction variable has a tcount value greater than ttable ( $7,433 > 1,985$ ) with a significant number of  $0.001 < 0.05$ . So based on decision making it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, this shows that in terms of material there is a significant positive influence between Consumer Satisfaction on Decisions.

Consumer satisfaction is the level of consumer feelings after comparing what he received and his expectations. If a consumer feels satisfied with the value provided by a product or service, it is very likely that they will remain a consumer for a long time. A decision is a selection of two or more alternative options. These decision-making actions include decisions about the type and benefits of the product, decisions about the form of

the product, decisions about the brand, decisions about the quantity of the product, decisions about the seller and decisions about when to purchase and how to pay for it.

In a Sharia hotel, the issue is not just about being a place free from elements that do not conform to Islamic norms, but also about how the hotel's management aligns with Sharia requirements and principles. For example, the way greetings are handled when visitors enter the hotel can also be an indicator of the challenges faced by a Sharia hotel. Additionally, issues may arise regarding whether the hotel's rental agreements comply with Sharia principles, as well as whether the management practices align with the interests of the broader community. For marketing and sales, the hotel must avoid deceit, such as hoarding goods to increase profits, and the payment process must eliminate potential interest (riba). Essentially, the components of a hotel, as established by the government in collaboration with the hospitality industry, including the provision of facilities, the form of products and services, and the management practices of Sharia hotels, require various alignment measures.

Based on research conducted by (Irawan et al., 2024) it is stated that consumer satisfaction has a significant influence on decisions. Meanwhile, research conducted by (Mukuan et al., 2023) states that consumer satisfaction has a significant influence on decisions.

## **CONCLUSION**

Based on the results of this research, it can be concluded that consumer satisfaction has a significant influence on consumer decisions to stay at sharia hotels. A high level of satisfaction, which is influenced by service quality, comfort and conformity with sharia values, is proven to be the main factor that encourages consumers to choose sharia hotels as a place to stay. This shows that sharia hotels that are able to provide a satisfying experience will have a greater opportunity to attract and retain customers. Furthermore, consumer satisfaction not only influences the decision to stay for the first time, but also has an impact on customer loyalty in the long term. Consumers who are satisfied with the services provided tend to make repeat visits and recommend the hotel to others. Thus, sharia hotels that focus on increasing consumer satisfaction can develop sustainable competitive advantages in the hotel market.

## **REFERENCES**

- Almira, M. D. (2021). Analisis Faktor Kelengkapan Produk, Kualitas Produk, Citra Produk, Dan Tempat Terhadap Loyalitas Konsumen Pada Toko Aini Fashion Kotapinang. *Jurnal Manajemen Akuntansi (JUMSI)*, 1(3), 12-28.
- Argarini, G. M. (2024). Analisis Manajemen Pelayanan Hotel Syariah Perspektif Standar Pariwisata Halal (Studi Pada Hotel Syariah Bangkalan). *Journal of Economic and Islamic Research*. 2(3). 1-14.
- Aziz, A., Dharmayanti, D., Mualimin, J., Wartoyo, W., Prabuwono, A. S., & Hidayat, A. Analysis of the Factors Influencing the Philanthropy Behavior in the Industrial Revolution Era 4.0.
- Gina, S., & Mohammad, S, A, N. (2024). Pengelolaan Hotel Syariah dan Kesesuaiannya Dengan Fatwa DSN MUI NO.108/DSN/X/2016 Tentang Pedoman Penyelenggaraan Pariwisata Berdasarkan Prinsip Syariah. *Al-Mizan : Jurnal Hukum Dan Ekonomi Islam*. 8(1). 1-14.

- Hadiasali, A. E., Wijaya, S., Widjaja, D. C., & Jaolis, F. (2022). The Influence Of Sharia Hotel Indicatorstowardsits Competitive advantage and Guest Intentionto Stay: An Appraisal. *Malaysian Journal of Syariah and law*. 10(2). 1-15.
- Irawan, R. S., Yafiz, M., & Irham, M. (2024). Pengaruh Persepsi Dan Preferensi Tamu Terhadap Keputusan Menginap Di Hotel Syariah. *JIEM : Jurnal Ilmiah Ekonomi Dan Manajemen*. 2(2). 1-13.
- Indrasari, Meithiana. 2019. *Pemasaran dan Kepuasan Pelanggan*. Surabaya: Unitomo Press
- Khairunnisa, K., & Sari, R. (2022). Problem Of Research In Islamic Economics. *Indonesian Interdisciplinary Journal of Sharia Economics (IJJSE)*. 5(1). 267-275.
- Khoiriyah, U., & Zainuddin, Z. (2022). Manajemen Strategi Syari'ah Pada Pelayanan Hotel Family Nur Dalam Meningkatkan Kepuasan Pelanggan. *Jurnal al-Idārah*. 3(2). 1-23.
- Larasati, D., Lubis, F. A., Nasution, J. (2023). Faktor-faktor yang mempengaruhi Perilaku Konsumen dalam Pengambilan Keputusan Memilih Hotel Syariah di Kota Medan. *REGRESS: Journal Of Economics & Management*. 3(2). 134-146.
- Mukuan, K., Mandey, S. L., & Tampenawas, J. L. A. (2023). Pengaruh Kepuasan Dan Kepercayaan Pelanggan Terhadap Keputusan Pembelian Makanan Di Rumah Makan Maji Ayam Geprek Cabang Jalan Bethesda Sario. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*. 11(4). 1-9.
- Rahmayati, R. (2019). Islamic Banking Synergity As Halal Industry Development In Indonesia. *Proceeding International Seminar on Islamic Studies*. 1(1). 299-307.
- Nasution, A. E., & Lesmana, M. T. (2018). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Keputusan Pembeliankonsumen (Studi Kasus Pada Alfamart Di Kota Medan), *Prosiding Seminar Nasional Vokasi Indonesia*, 1, 83-88.
- Novitasari, H., Bahjatulloh, Q. M., & Wartoyo, W. (2023). How Zakat Moderating the Influence of Human Development Index, Labor, Gross Regional Domestic Product on Poverty in Central Java?. *Al-Amwal: Jurnal Ekonomi dan Perbankan Syari'ah*, 15(2), 204-219.
- Riyanto, A., & Supriyadi, A. (2024). Pengaruh Harga Fasilitas Dan Keputusan Menginap Terhadap Kepuasan Tamu Di Multazam Syariah Hotel Solo. *Open Journal Systems*. 18(11). 23-45.
- Saputra, G. W., & Ardani, I. G. A. K. S. (2020). Pengaruh Digital Marketing, Word Of Mouth, Dan Kualitas Pelayanan Terhadap Keputusan Pembelian. *E-Jurnal Manajemen Universitas Udayana*, 9(7), 25-37.
- Sulistianingsih, M., Rohimah, S., Nuh, A. (2024). Pengaruh Customer Quality Atribut Hotel Syariah Terhadap Kepuasan Konsumen Hotel. *Inovasi Makro Ekonomi (IME)*. 6(3). 12-32.
- Tirtayasa, S., Lubis, A. P., & Khair, H. (2021). Keputusan Pembelian: Sebagai Variabel Mediasi Hubungan Kualitas Produk Dan Kepercayaan Terhadap Kepuasan Konsumen. *In Jurnal Inspirasi Bisnis Dan Manajemen*, 5(1), 67-86.
- Tobing, R. P., & Bismala, L. (2015). Pengaruh Citra Merek Dan Periklanan Terhadap Keputusan Pembelian Polis Asuransi. *Jurnal Akuntansi Dan Bisnis*, 1(2), 8-17.
- Wartoyo, W., Kholis, N., Arifin, A. A., & Syam, N. (2022). The Contribution of Mosque-Based Sharia Cooperatives to Community Well-Being Amidst the COVID-19 Pandemic. *IQTISHADIA*, 15(1), 21-45.
- Wartoyo, W., & Haida, N. (2020). PEMETAAN INDUSTRI KREATIF DI KOTA CIREBON (PROSPEK DAN TANTANGANNYA DALAM UPAYA

PENINGKATAN EKONOMI MASYARAKAT). *At-tijarah: Jurnal Ilmu Manajemen dan Bisnis Islam*, 6(2), 230-250.

Zaizafun, A. F., Wartoyo, W., & Djuwita, D. (2024). Pengaruh Penerimaan Pajak, Dana Alokasi Umum dan Pengeluaran Pemerintah Terhadap Pertumbuhan Ekonomi di Provinsi Jawa Barat Tahun 2013-2022. *Jurnal Ekonomi Bisnis Antartika*, 2(1), 56-65.