

# CHAPTER I

## INTRODUCTION

### A. Background of Study

Indonesia currently is suffering moral and economic crisis , often reported in the media about the existence of the raids conducted by the Public order enforcer (Satpol PP) and police of the Republic of Indonesia against visitor of the hotel that is not wife and husband, drunkenness, infidelity, etc. The perpetrators of such wanton acts no longer feel wary, since an attempt of “peace” and the punishment is perfunctory, as the only the actions of the Administration, warning, and only the calling family or parents. The Public disquiet and discomfort from the hotel are often made for immoral place, also encouraging the business hotel to create the concept of a hotel that is safe, comfortable and assured the halal.<sup>1</sup>.

There are many deviation from the hospitality business which do not implement Sharia principles and just puts the advantage of him to provide additional facilities like griya massage, nightclubs, bar, or anything that leads to the creation of adultery. This is a major issue that should be brought to the attention of the community to the Government also resolved completely. Since the question of adultery at this time seems to be something that is legal, reasonable, even be a culture and being maintained.<sup>2</sup>

The Enourmous amount of muslim people of Indonesia as much as 82.2% of the total population of Indonesia and Muslim in Indonesia is the highest population of the countries in the world with a population reaching 202.9 Million people<sup>3</sup>. With a high number of Muslims should be able to

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<sup>1</sup> Koran Republika, 4 November 2017, Teguh Firmansyah

<sup>2</sup> <http://www.voa-islam.com/read/citizens-jurnalism/2017/12/22/54944/> accessed(3-11-2018)

<sup>3</sup> Ahmad Sapudin etc, Analisis Perbandingan Hotel dan Pariwisata Syariah dengan Konvensional ,*Tugas Akhir Ekonomi Manajerial Syariah* p. 1.

give deviation against the increasing number of hotels that do not comply with Islamic Law, by establishing various businesses with hospitality management based on Islamic Sharia.

At present, sharia hotel has become a trend, so that various city hotels appearing with “Sharia” labeled. In the other side the presence of sharia hotel in the hotel hospitality industry has become a new trend of business accommodation in some areas, as well as being a means of Islam Da’wah in dealing with the problems posed by the few hotels that legalized adultery, nightclubs, party drugs, etc.<sup>4</sup>

So with the presence of sharia based hotel, is expected to resolve the problems that occurred at this time. A matters like sharia hotel has been present in Capital, namely Sofyan Hotel, a hotel in 2002, migrated from conventional hospitality system into sharia system. As expressed by Riyanto Sofyan, the voters and the practitioners of sharia hotel “that starred hotels fit the concept of Sharia and has its own inner experience for every guest, because many of the travelers who stayed, then feeling calmer and safe staying in the hotel.”<sup>5</sup>

In addition, hotel Sofyan Cut Meutia is one of the hotels owned by PT. Sofyan Hotels Tbk. That is a sharia based hotel, built in early 1970 the forerunner series was founded by Drs. Sofyan Ponda, which makes Sharia as guides and guidelines both globally or specific to entire aspects in order of life, “comprehensive” and compete, stated in *Al-Qur’an* and *Al-Hadith*. Apply universal and all time, aims to bring mankind to success (*Al-falah*) and welfare (*hayatan thayyiban*) for the whole party and its surroundings (*rahmatan lil alamin*).<sup>6</sup>

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<sup>4</sup> Muthoifin, Fenomena Maraknya Hotel Syariah (Studi : Studi Efektifitas, Existensi, dan Kesyariahan Hotel Syariah di Surakarta) *University Research Colloquium 2015* ISSN 2407-9189 p. 93.

<sup>5</sup> Ibid, p.93.

<sup>6</sup> Wiwik Rachmarwi, Evaluasi Strategi Bersaing dalam industry hotel (Studi pada Hotel Sofyan) *Jurnal Manajemen Bisnis Krisnadwipayana* ISSN : 2338 - 4794 Vol. 4. No. 3 September 201

With the advent of Hotel Sofyan can be used as an indicator that the existence of Shari'ah is able to offer hotel facilities and services in accordance with Islamic values. As well as in the presence of Shari'ah hotel indeed believed by the wider community is able to minimize the practice of adultery, booze, gambling, pshycotropica. For the rules of the hotel very assertive in enforcing the requirements of guests who want to visit and stay. In other words, the community itself will re-think if will do things that are not true and against sharia rules.

Sofyan Hotel is a pioneer business Hotel in Indonesia that carries the concept of Sharia/Halal both in terms of its operational and parent company. The quality of the various facilities and services of Sofyan Hotel Cut Meutia has been recognised by many both international and national. In 2015 for example, Sofyan Hotel Cut Meutia won the world's Best Family Friendly Hotel in a prestigious international World Halal Travel Award 2015, then Sofyan Hotel also won Indonesia's Leading Halal Compliance Hotel in Indonesia Travel and Tourism Award in 2016. The founder of Sofyan Hotel, the late Sofyan Ponda received a Satyalancana Tourism award 2018 thanks to his services in developing the world of Indonesian halal hospitality.<sup>7</sup>

Researchers stated, to date there are a total of 730 hotels claiming sharia and registered as Traveloka Partners in 2018. However, not all of them have gotten certificates from the MUI. Although it does not mention the exact number, but judging the rooms and the benefits that the Sharia hotel has achieved has shown a trend of improvement in the last two years.

President Director Sofyan Hotel Ruhadi Widiargo explained, it is the first Hotel that has been covered by Sharia certificates since 2004 for both branches of its hotels in Jakarta. He calls the average occupancy for these three-star hotels to reach 70% annually, and is expected to grow 10% this year<sup>8</sup>

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<sup>7</sup> <http://sofyanhotel.com/news/5-alasan-mengapa-anda-harus-menginap-di-sofyan-hotel/> Accessed (15-5-2019)

<sup>8</sup> <https://ekonomi.bisnis.com/read/20180511/12/794021/wisata-halal-makin->

Based on the above background researcher will examined about “The Influence of Sharia Service System Against Consumer Satisfaction in the Hotel Sofyan Cut Meutia”.

Therefore, in this study, researcher chose hotel Sofyan as an object of study because researcher want to find out more on how the Islamic service system of Shariah are applied by the hotel of sofyan, as well as to know how to influence Islamic service system of hotel shariah in the level of customer satisfaction

## **B. Problem Formulation**

Based on the background that has been explained earlier then it can be arranged to the following problem formulation, namely:

- a. How the influence Sharia service system in Hotel Sofyan?
- b. How the influence of Islamic service system against consumer satisfaction in Sofyan Hotel?

## **C. Purpose of Research**

A research on the fact of the matter is to achieve a purpose which is the result of a study, then study the author aims to achieve some results. As for the expected results of this research are as follows:

- a. Find out Islamic service system at the Hotel Sofyan Jakarta “.
- b. Find out the influence of Islamic service system against consumer satisfaction in Sofyan Hotel

## **D. Limitation of Research**

A discussion of the limitations of this research aims to restrict the discussion on a problem of principal research only. Limitations of the study is very important in transporting the staple on the matter will be discussed. This is so not the case of confusion or lack of clarity in interpreting research results. Researchers simply limit themselves only with regard to “The Influence of Islamic Service System against Consumer Satisfaction in Hotel

Sofyan Cut Meutia Jakarta”. Consumer satisfaction was chosen because influential to the course of business Hotels.

### **E. Benefits of Research**

The study was designed with the hope of generating some of the following benefits:

- a. For the Place of research is expected this research can be a real proof about running system with Sharia-based hotel service.
- b. For the Reader the result of the research are expected to be real evidence about the shape guidelines influence the Service of Shariah against consumer satisfaction in the hotel, so that adds to the confidence of prospective business people to run it in hospitality appropriate Islamic Sharia.
- c. For the author himself is expected to be an additional real insight to what has been learned in the lecture material, especially at the Business Economics of Islam and giving a new experience in learning the business world.
- d. In general the research is expected to reveal that doing business in the hospitality industry using sharia system is a business that not only profitable but also useful and bring many blessing for implementers also the community around them.

### **F. Systematic Discussion**

Systematics of writing was created to facilitate understanding and give a little explanation to the reader about the author’s description of research conducted.

1. CHAPTER I Introduction that contains the background of the problem, the problem formulation, research objectives, limitations of the study, the benefits of research, as well as systematic writing.
2. CHAPTER II contains the theory Foundation of previous research, theory and the Foundation framework for research (literature review).

3. CHAPTER III research methodology which contains the place and time of research, this type of research, the types and sources of data, population and sample, the dwarf in data collection, research, define the scope of the variable and the research hypothesis.
4. CHAPTER IV containing the results of the discussion of the Results and limitations of research that outlines the overall analysis of the research that was carried out with the discussion whose hypotheses.
5. CHAPTER V of the cover containing the conclusions and suggestions and limitations of the author which is the result of research that can provide benefits for the parties in need.