THESIS
THE INFLUENCE OF SHARIA SERVICE SYSTEM AGAINST CONSUMER SATISFACTION IN HOTEL
SOFYAN CUT MEUTIA JAKARTA

By:
Ahmad Abdurrafi‘i
35.2014.4.1.0652

DEPARTMENT OF ISLAMIC ECONOMICS
FACULTY OF ECONOMICS AND MANAGEMENT
UNIVERSITY OF DARUSSALAM GONTOR
2018/1440
THE INFLUENCE OF SHARIA SERVICE SYSTEM AGAINST CONSUMER SATISFACTION IN HOTEL SOFYAN CUT MEUTIA JAKARTA

THESIS
Presented to University of Darussalam Gontor in Partial Fulfillment of Requirement for Completing the Sarjana Program in Faculty of Economics and Management Department of Islamic Economics

By:
Ahmad Abdurrafi’i
35.2014.4.1.0652

DEPARTMENT OF ISLAMIC ECONOMICS
FACULTY OF ECONOMICS AND MANAGEMENT
UNIVERSITY OF DARUSSALAM GONTOR
2018/1440
MOTTOES

"The best human is the most beneficial for humans) “HR . Ahmad, ath-Thabrani ,ad-Daruqutni This Hadeeth classed hasan by al-Albani in Shahihul Jami’ no(.3289

إِنْ أَحْسَنْتُمْ أَحْسَنْتُمْ لَِنْفُسِكُمْ

“If you all do good,, verily you all do good for yourselves”

(QS. Al-Isra:7)

مَنْ كَانَ فِي حَاجَةِ أَخِيٍّ كَانَ الله فِي حَاجَتِهِ

“Anyone who helps his brother’s purposes, then God will help his need.” (Muttafaq ‘alaih)
DEDICATIONS

This simple thesis dedicated as a token of infinite love, affection, and respect to:

1. My Beloved Late Father Achmad Amal Fuadie and Mother Heidy Tahir Aziz, for all sacrifice, prayer, moral and material support as well outflowing infinite compassion for me;

2. My Elder Sister and Brother in Law Siti Iffah Mahdiah and Maulana Ayub Ramadhan, and My Little Sister Siti Syifa Mardiah fo all prayer, support and affection;

3. My Beloved Aunties and Uncles that has financing me since the day my father died, may Allah repay for all your kindness to my family.
ABSTRAK

Pengaruh Sistem Pelayanan Syariah Terhadap Kepuasan Konsumen di Hotel Sofyan Cut Meutia Jakarta

(Studi Kasus Hotel Sofyan Cut Meutia, Menteng, Jakarta Pusat)

Ahmad Abdurrafi’i

35.2014.41.0652


Penelitian ini menggunakan metode Kuantitatif, sedangkan alat pengambilan data kuantitatif, peneliti menggunakan metode angket. Selain itu, dalam menentukan narasumber, peneliti menggunakan metode random sampling. Adapun dalam menganalisa data peneliti menggunakan metode statistic inferensial.

Hasil penelitian, berdasarkan hasil analisa kuantitatif melalui regresi berganda, yaitu sebagai berikut: hasil uji t untuk variabel X (Sistem Pelayanan), menghasilkan Standardized Coefisients sebesar 0,566 dengan signifikan sebesar 0,000 karena signifikan < 0,05 maka dinyatakan bahwa sistem pelayanan berpengaruh signifikan dalam kepuasan konsumen.

Dari tujuan penelitian tersebut, Peneliti berharap agar penelitian ini dapat bermanfaat dan dapat menjadi rujukan untuk penelitian selanjutnya, menjadi contoh sistem pelayanan yang baik untuk hotel syariah ataupun hotel konvensional lainnya. Dan bermanfaat bagi isntitusi yang bersangkutan agar lebih baik lagi dalam mengembangkan pelayanan syariah terhadap konsumen.

Kata Kunci : Hotel Syariah, Pelayanan, Hotel Sofyan, Kepuasan Konsumen.
ABSTRACT

The Influence of Sharia Service System Against Consumer Satisfaction in Sofyan Hotel Cut Meutia Jakarta

(Case Study in Sofyan Hotel Cut Meutia, Menteng, Centre Jakarta)

Ahmad Abdurrafi’i
35.2014.41.0652

Indonesia currently is suffering moral and economic crisis, often reported in the media about the existence of the raids against visitor of the hotel that is not wife and husband, drunkenness, infidelity, etc. Until 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. The Enormous amount of muslim people of Indonesia should be able to 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. 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. 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. Purpose of this Research is Find out how the Sharia Service System in Sofyan Hotel Jakarta and to know the Influence of Service System of Consumer Satisfaction in Sofyan Hotel Jakarta.

This research using Quantitative methods, while quantitative data retrieval tool, researchers use question form method. In addition, in determining the resource person, researchers using random sampling method. But in analyzing the data researchers using statistics inferensial method.

Research results, based on the results of quantitative analysis through multiple regression, i.e. as follows: t test results for the variable X (System Service), producing a Standarized Coefisients of 0.566 with the significant in the amount of 0.000 because significant < 0.05 then stated that the system service influence significantly in customer satisfaction.

From the purpose of research, Researchers hope that this study can be useful and can be a reference for further research, become an example of good service system for sharia hotels or other conventional hotel. And beneficial for the institutions concerned in order to better develop the Sharia Service against consumer.

Keyword: Sharia Hotel, Service, Sofyan Hotel, Consumer Satisfaction.
PREFACE

Assalamu’alaikum Wr. Wb.

Praise and gratitude the presence of Allah SWT. who has bestow his grace in the form of science, health, and instructions so the thesis with the title “The Influence of Sharia Service System Against Consumer Satisfaction in Sofyan Hotel Cut Meutia” (Study Case in Sofyan Hotel Cut Meutia, Menteng, Centre Jakarta) can be completed. Blessings and greetings the author conveyed to the Prophet Muhammad, his family, friends, and loyal followers to him until the end of time.

This thesis was written and completed as one of the requirements to complete the study on the Strata one program (S1) of Islamic Economics Department University of Darussalam Gontor Ponorogo (UNIDA Gontor) in order to obtain a Bachelor of Economics (S.E.) in the field of Economics.

Of all parties in the process of completion of this thesis, not forgetting the authors extend this thanks him profusely. A detailed expression of thanks was delivered to the :

1. The Headmasters of Darussalam Modern Islamic Boarding School Gontor; DR. K.H. Abdullah Syukri Zarkasyi, M.A., K.H. Hasan Abdullah Sahal, K.H. Samsul Hadi Abdan, S.Ag, who have allowed the researcher to study at UNIDA Gontor.

2. The Rector of UNIDA GONTOR; H. Amal Fathullah Zarkasyi, M.A., Dr. H. Hamid Fahmy Zarkasyi, M.A., M.Phil., Dr. Setiawan Bin Lahuri, M.A., and Dr. Abdul Hafid Zaid, M.A

3. Al-Ustad Khoirul Umam, M.Ec., as Dean of the Faculty of Economics and management Unida Gontor Ponorogo that always responsive to students ‘ difficulties;

4. Al-Ustad Royyan Ramdhani Djayusman., as the Chairman of Islamic Economics Department and Al-Ustadzah Atika R Masrifah, M.E.Sy. as Secretary of Islamic Economics Department that always helps to provide
direction toward its student difficulties;
5. Al-Ustad Adib Susilo M.S.I. as Supervisor that has spare a lot of his time to help and guide as well as giving direction in completing this thesis;
6. Mr/Mrs. Lecturer and Staff Employees Faculty of Economy and Management Unida Gontor Ponorogo;
7. Mr. Riyanto Sofyan as Owner of Sofyan Hotel, Mr. Bagus as Manager of Sofyan Hotel and all employees who have helped and spare their time for distributing the questionnaire;
8. My Best Friends, Fikri Rahman, Faris Irwanto, Rifdillah, Raden Fathur, Yuan Ebit, Nandy Alamsyah, Reza Adam, Irfan Robbani, Hafizh Sulfary, Arizqya Nurfattah, Faruq Fathurrahman, and All Besties that has helped and provide support during lecture or dedicate;
9. The Fellows KKN Post 17 that cannot be mentioned one by one;
10. Beloved Graduate.
   “Perfection only belongs to Allah SWT”, that’s the proverb that can illustrate this thesis which is still far from perfection, it is caused because of limited ability, time, funding, and references. Therefore, for presumably can provide feedback and suggestions, in order to complement this thesis.

Finally, it is expected regardless of how small this thesis, can be a considerable contribution in the development and progress of science, especially the sciences in the field of Sharia hotel.

_Wassalamu’alaikum Wr. Wb._

Ponorogo, 15 May 2019

Ahmad Abdurrafi’i
TABLE OF CONTENTS

Declaration........................................................................................................... iv
Approval of Supervisor....................................................................................... v
Certification.......................................................................................................... vi
Decision of the Team ............................................................................................ vii
Mottoes ................................................................................................................ viii
Indonesian Abstract............................................................................................. ix
English Abstract.................................................................................................. x
Dedication............................................................................................................... xi
Preface................................................................................................................... xii
Table of Contents ............................................................................................... xiii

CHAPTER I: INTRODUCTION
A. Background of Study...................................................................................... 1
B. Problem Formulation....................................................................................... 4
C. Purpose of Research ....................................................................................... 4
D. Limitation of Research ................................................................................ 4
E. Benefits of Research...................................................................................... 5
F. Systematic Discussion..................................................................................... 5

CHAPTER II: LITERATURE REVIEW AND THEORITICAL FRAMEWORK
A. Literature Review.......................................................................................... 7
B. Theory Framework......................................................................................... 11
C. Theory Framework......................................................................................... 32
D. Research Framework ................................................................................... 33
LIST OF TABLES

Table 2.1 ........................................................................................................ 32
Table 2.2 ........................................................................................................ 33
Table 3.1 ........................................................................................................ 41
Table 4.1 ........................................................................................................ 49
Table 4.2 ........................................................................................................ 50
Table 4.3 ........................................................................................................ 50
Table 4.4 ........................................................................................................ 51
Table 4.5 ........................................................................................................ 52
Table 4.6 ........................................................................................................ 53
Table 4.7 ........................................................................................................ 53
Table 4.8 ........................................................................................................ 54
Table 4.9 ........................................................................................................ 56
Table 4.10 ..................................................................................................... 56
Table 4.11 ..................................................................................................... 58
Table 4.12 ..................................................................................................... 58
Table 4.13 ..................................................................................................... 59
Table 4.14 ..................................................................................................... 59
Table 4.15 ..................................................................................................... 61
Table 4.16 ..................................................................................................... 65
Table 4.17 ..................................................................................................... 66
Table 4.18 ..................................................................................................... 71
Table 4.19 ..................................................................................................... 71
Table 4.20 ..................................................................................................... 72
Table 4.21 ..................................................................................................... 73
LIST OF FIGURES

Figure 4.1 ............................................................................................................. 47
Figure 4.2 ............................................................................................................. 47
Figure 4.3 ............................................................................................................. 48
Figure 4.4 ............................................................................................................ 74
Figure 4.5 ............................................................................................................ 75
Figure 4.6 ............................................................................................................ 76
Figure 4.7 ............................................................................................................ 77
Figure 4.8 ............................................................................................................ 78

LIST OF APPENDICES

Question Form .................................................................................................. 82
Permission Letter ............................................................................................. 90
Official Letter.................................................................................................. 91
Daily Report ..................................................................................................... 92
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.¹.

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.²

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 people³. With a high number of Muslims should be able to

---

¹ Koran Republika, 4 November 2017, Teguh Firmansyah
³ 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.4

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.5

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).6

---

4 Muthoifin, Fenomena Maraknya Hotel Syariah (Studi : Studi Efektifitas, Existensi, dan Kesyariahan Hotel Syariah di Surakarta) University Research Colloquium 2015 ISSN 2407-9189 p. 93.
5 Ibid, p.93.
6 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, psychotropica. 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.7

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 year8

---

8 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.
CHAPTER II
LITERATURE REVIEW AND THEORITICAL FRAMEWORK

A. Literature Review

Muthoifin wrote a journal with the title phenomenon of the rise of Sharia Hotel: Study of Effectiveness, Exercise, and the Islamic Sharia in Hotel Surakarta. The purpose of this study was to test the consistency, existence, and effectiveness in business hospitality Sharia in Surakarta in Sharia and Zaen Hotel Hotel Sharia Al-Madinah. As for the research methods used in this paper is a descriptive qualitative, using engineering data collection: guides, interviews, observation, documentation, studies, and discussion groups. The results of this research can be a material consideration for the Government in Surakarta city in particular, and the entire city government in Central Java in General, in order to observe the development of the phenomenon and the rise of Sharia hospitality industry that is thriving in these areas. In this research, there is still some lacks which are still unclear results of the research on both research places related to titles while the difference with this study will indicate effectiveness, existence, and Sharia of Sofyan Hotel Jakarta specifically.\(^9\)

Anwar Basalamah wrote a journal with the title the presence of Sharia Packaging into hospitality businesses in the country. The purpose of this research is to know the phenomenon of Islamic concepts meanwhile developing in country hospitality industry. As for the methods used in this paper is a descriptive Qualitative. The results of this research were to conclude that there is a challenge to Sharia hotel to provide better concept, human resources, and the implementation of the truly showing the figure of a sharia-based business intact, typical of Eastern, blessed, classy and

\(^9\) Muthoifin, Fenomena Maraknya Hotel Syariah (Studi : Studi Efektifitas, Existensi, dan Kesyariahan Hotel Syariah di Surakarta) University Research Colloquium 2015 ISSN 2407-9189 p. 93-93 & 105.
attractive. Based on the above research there are a few lacks which are not yet representing a concept, human resources, and the implementation, conceptually. As for the difference with this study are researchers will represent the influence of Sharia-based service system against consumer satisfaction conceptually.\textsuperscript{10}

Fitri Solahika Salma Wrote a journal entitled the influence of the services quality of Islamic perspective Towards customer satisfaction and loyalty of the Grand Kalimas Hotel in Surabaya. The purpose of this research is to know the influence of the services quality of Islamic perspective towards customer satisfaction and loyalty hotel grand kalimas in Surabaya. As for the research methods used in this paper is a quantitative Approach with using path analysis and \textit{probability sampling}. The results of this research is the quality from islam perspective give a significant impact towards customer satisfaction, but it does not give significant impact toward customer loyalty. In this research describes the customer satisfaction of services rendered by the hotel grand kalimas Surabaya. The difference with this study is the researchers will demonstrate that the system of Islamic service at hotel sofyan could satisfy consumers.\textsuperscript{11}

Widyarini Fitri Kartini wrote a journal with the title of the variables that influence the Decisions of Syariah Hotel Selection. The purpose of this research is to know the influence of perceptions of customers about products, pricing, advertising, location, services, processes and physically in the decision to choose the service from the hotel. As for the research methods used in this paper is the mix method by using multiple regression, hypothesis testing as a means of data analysis. The results of this research is the perception of hotel guests towards products, pricing and the process has no effect against the decision of hotel guests stay. Whereas advertising,

\textsuperscript{10} Anwar Basalamah, Hadirnya Kemasan Syariah dalam Bisnis Perhotelan di Tanah Air, \textit{Binus Business Review} Vol. 2 No. 2 November 2011 p. 763 & 768

\textsuperscript{11} Fitria Solahika Salma, Pengaruh Kualitas Jasa Perspektif Islam Terhadap Kepuasan dan Loyalitas Pelanggan Hotel Grand Kalimas di Surabaya, \textit{JESTT} Vol. 2 No. 4 April 2015 p. 322-339
location, services and means of physical influence on the decision of the
guests of the hotel stay. In this research more explained that the selection
of hotels of Sharia by consumers more influential on advertising, location,
services and physical means in the hotel Namira. While the difference of
this research is the researchers will explain the process of implementation
of Islamic values in hotel Sofyan towards customer satisfaction.\textsuperscript{12}

Furthermore, Wiwik Rachmarwi write a journal with the title of the Evaluation strategy for competing in the Hotel Industry Study On Hotel Sofyan Cut Meutia. The purpose of this research is. As for the method used in this research is descriptive qualitative done to get certainty and describe the characteristics of a variable in a situation. The results of this research is showing that the hotel Sofyan had great opportunities to grow and compete. In this study describes the results of the analysis on hotel sofyan and provides an evaluation strategy to compete with other hotels. While the difference in this study is the researchers will explain the consumer satisfaction in the Hotel Sofyan from the results of his hotel management system changes..\textsuperscript{13}

From Abdul Mujib wrote a journal with the title an analysis of the concept of Sharia on the hospitality industry in Indonesia. The purpose of this research is to analyze the concept of Sharia at the hotel’s existing Sharia in Indonesia. As for the methods used in this paper is a comparative study using qualitative descriptive approach. The results of this research is showing that the construction of the conception of Sharia are still hotel complement in the tourism industry has not yet become a concept that independently and leads to the concept of a universal Islamic goal as rahmatan lil ‘ alamin. In this study tells us that there is still an Islamic hotel provides the facilities are limited and do not meet the Islamic values. While the difference with this


\textsuperscript{13} Wiwik Rachmarwi, Evaluasi Strategi Bersaing dalam industry hotel (Studi pada Hotel Sofyan) \textit{Jurnal Manajemen Bisnis Krisnadwipayana} ISSN : 2338 - 4794 Vol. 4. No. 3 September 2016 p. 1.
study is the researchers will explain the Islamic view on operational hotels that meet Islamic values.\textsuperscript{14}

Kuncoro Hadi wrote a journal with the title Corporate Management Trends-based on \textit{Maqshid Sharia}.\textsuperscript{15} The purpose of this research was the need for a corporate management system based on the \textit{maqoshid sharia}.\textsuperscript{16} Research methods used in this paper is portrays the company needs in terms of human needs such as \textit{dharuriyyat},\textsuperscript{17} \textit{hajiyyat}\textsuperscript{18} and \textit{tahsiniyyat}.\textsuperscript{19} Result of the research, facilitate the Islamic companies to sustain their identity and develop a company within the framework of the theory of maqoshid based on the Sharia. In this study describes maslahah on companies and management in accordance with the trends of Sharia. Whereas the difference in the study are researchers will explain the system of Sharia on Service business.

Yeni Tri Rismawardani Sari wrote a journal with the title influence of Facilities, cost and promotion against the Inpatient Satisfaction. The purpose of this study was to analyze the influence of facilities, the cost of hospitalization and patient satisfaction in the promotion of the PKU Muhammadiyah Karanganyar. Research methods used in this research is a survey method with large-scale dissemination of patients. The study concluded the facility, the cost of hospitalization, and the promotion of both partial and simultaneous affect patient satisfaction with less significance of 0.05. Variable costs of hospitalization is the most

\textsuperscript{14} Abdul Mujib. Analisis terhadap Konsep Syariah pada Industri Perhotelan di Indonesia, \textit{Asy-Syir‘ah Jurnal Ilmu Syari’ah dan Hukum} Vol. 50, No. 2, Desember 2016 P. 425.


\textsuperscript{16} Maqashid Syariah This means the purpose of religion. (Ibid, p. 41.)

\textsuperscript{17} Dharuriyyat This means that the level of need that there must be or primary needs. (Ibid, p. 42.)

\textsuperscript{18} Hajiyyat This means that the secondary needs,, where does not materialize this requirement not to threaten its safety. (Ibid, p. 44.)

\textsuperscript{19} Tahsiniyyat This means that all needs and protection that is required in order for life to be more comfortable. (Ibid, p. 44.)
dominant variable influenced the Inpatient satisfaction than other variables. While the equation with this research is the same as using a consumer satisfaction for the measuring instrument in the research.\textsuperscript{20}

Faris I. Lument writes a journal with the title of the Servicescape, the service quality and its effects on consumer satisfaction MCDonald Manado. The purpose of this study was to examine the influence of the servicescape, facilities and quality service to the satisfaction of the consumer. This Research method is based on the philosophy of positive and this research Population is consumers who are eating at Mc Donald’s Manado and samples used as many as 100 people using accidental sampling. Analytical techniques used are associative through trials prove the hypothesis. The results of this research show that the simultaneous and partial facilities, quality of service, and the servicescape effect positively and significantly to consumer satisfaction. The equation with this research is showing that facilities and service a large influential in consumer satisfaction.\textsuperscript{21}

B. Theory Framework

1. Sharia Service System in Hotel
   a. Definition of Service

   According to Kotler and Keller defines service is any action or activity that can be offered by one party to the other party, that is essentially intangible and does not produce any ownership. Service quality is a dynamic condition associated with 3 orientations namely the perception of customers, products or services and processes. At Service, consumer satisfaction is the determining factor of the quality of the hotel, then each should be able to provide services that are expected to give


\textsuperscript{21} Faris L. Lumentut, Fasilitas, Servicescape dan Kualitas Pelayanan Pengaruhnya terhadap Kepuasan Konsumen MCDonald Manado, Jurnal EMBA Vol.2 No.3 September 2014 p.127
satisfaction to the customers.\textsuperscript{22}

The Substance of public service is the giving excellent service to the community that embodies the obligation of the Government apparatus as royal society.

In estimology, a large Indonesian Language Dictionary (Dahlan, et al 1995; 646) stated the Service is “serving business the needs of others”. Service is basically the activities offered to consumers or customers served, which are not materialized and cannot be owned. Aligns with it, Normann (1991; 14) stated the characteristics of service as follows:

1. Service are not to be touched, service was very contrary with finished goods.
2. Service actually compose of real actions and the influences which is social action
3. Production and consumption Activities in service cannot be separated, because it generally occurs in time and place together

\textbf{b. Quality Of Service Indicators}

The quality of the Islamic perspective Service dimensions was first introduced by Othman and Owen used to measure the quality of services. The dimensions are CARTER model, namely Compliance, Assurance, Reliability, Tangible, Empathy and Responsiveness (CARTER).

CARTER dimensions described in Islamic concepts are as follows:\textsuperscript{23}

\textsuperscript{22} Febby Gita Cahyani, Pengaruh Kualitas Produk, Kualitas Pelayanan dan Harga terhadap Kepuasan Konsumen, \textit{Jurnal Ilmu dan Riset Manajemen} : Volume 5, Nomor 3, Maret 2016 ISSN : 2461-0593 p. 5

\textsuperscript{23} Haning Tri Novianti, Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pemustaka, \textit{Jurnal Administrasi Publik (JAP)}, Vol. 3. No. 5, p. 791
1. Compliance (Compliance) is the adherence to the rules or laws set forth in the Qur’an and As-Sunnah (Sharia)

2. Warranty (Assurance) that covers employee safety, courtesy and knowledge of employees.

3. Responsiveness (responsiveness) namely the desire to assist and respond to requests quickly and precisely.

4. Tangible (physical evidence) that is related to physical facilities, equipment and facilities and infrastructure repair are provided as well as major components of service quality.

5. Emphaty (empathy) that is related to employees being able to understand customer problems and resolve complaints.

6. Reability (reliability) that is related to a company capable of providing services accurately and reliably.

c. Definition of Sharia

In Islamic terminology, the word comes from the Arabic, namely the Shari’a (al-Sharia) which means the source of drinking water or straight. But in terms, sharia means militate invitation which Almighty Allah through the Prophet Muhammad to mankind both pertaining to worship, ethics, food, drinks, clothes as well as fellow human interaction (muamalah in various aspects life) to achieve happiness in this world and in the hereafter.24

In the Qur’an have also mentioned some doctrine of the Shari’ah, that we can encounter in surat Al-Maidah: 3, which reads as follows:

الْيَوْمَ أَكْمَلْتُ لَكُمْ دِينَكُمْ وَأَتْمَمْتُ عَلَيْكُمْ نِعْمَتِي وَرَضِيتُ لَكُمُ الإِسْلاَمَ

It means: “This day have I perfected your religion for you, completed My favour upon you, and have chosen for you Islam as your religion.”

(QS Al-Maidah: 3)

d. Definition of Islamic Service

Islamic Sharia has been set up and guide the people in all aspects of life. Because the business is part of the human aspects of life then, of course, included in the part which is governed by Sharia corridor. With the guidance of Sharia this is a human being can reach _al-falaah_ (success, triumph, and success) and _hayatan thayiban_ (the good life, Affairs and peace). Sharia is very worthy to be used as a foundation for finding a solution in the challenge of trying in this era of globalization.  

Far earlier, Islam has taught mankind (not only for Muslims) to always provide a quality service as the words of Allah:

\[
\text{يَا أَيُّهَا الَّذِينَ آمَنُوا أَنْفِقُوا مِنْ طَيِّبَاتِ مَا كَسَبْتُمْ وَمِمَّا أُخْرِجْنَا لَكُمْ مِنَ الأَرْضِ وَلَا تَيَمَّمُوا الْخَبِيثَ مِنْهُ تُنْفِقُونَ وَلَسْتُمْ بِآخِذِيهِ إِلَّا أَنْ تَعْمِضُوا فِيهِ وَأُعْلِمُوا أَنَّ اللَّهَ غَنِيٌّ حَمِيدٌ}
\]

_O ye who believe! Give of the good things which ye have (honourably) earned, and of the fruits of the earth which We have produced for you, and do not even aim at getting anything which is bad, in order that out of it ye may give away something, when ye yourselves would not receive it except with closed eyes. And know that Allah is Free of all wants, and worthy of all praise._ (Q.S. al-Baqarah [2]: 267.)

When we pull into the realm of Service then the text can be meaningfully the reception in the hotel, should serve and treat someone nicely as he treats himself.

---


e. **Definition of Sharia Hotel**

Minister of tourism and telecommunications provide understanding, hotel are one of the types of accommodations that uses part or all of the buildings to provide services of lodging, eating and drinking as well as other services for public, managed commercially, as well as comply with the terms specified. This Term also states that the hotel management required to provide protection to guests, keeping dignity, as well as preventing the use of hotels for gambling, drug use, activities that violate decency, security and public order.  

According to Sulastiyono, the hotel is part of a tourism business provide services accommodation, food and beverage as well as other support services managed commercially, now experience a very competitive rivalry, with the emergence of new variant named Sharia Hotel. Align with Sulastiyono, Riyanto Sofyan, in his research on Sharia hotels and tour, declaring that the current management of the Islamic tourism has now become the world tourism trends as well as a very promising market. Proven countries compete luring tourists with preparing various tourism destinations, including Indonesia, the country with the world’s largest Muslim population, It could be said the tendency of society against the product halal or according to Sharia has the increasing tendency.  

Hotel Syariah is the hotel in the provision, procurement and deployment of products and facilities as well as operate the business does not violate the rules of Shariah. All components of the technical operational criteria for hotels, ranging from small things such as what information should be available in the

---

28 Muthoifin, Fenomena Maraknya Hotel Syariah….., p. 94-95.
front office, supplies istinja in public toilets, to the presentation of this type of food and drinks are available at the reception policy and procedure, the house-rules, it should be confirmed all meet sharia criteria. In brief signs of effort in Sharia hotel can be described as follows:

1. Does not produce, trade, lease, provide a product or service that the whole or part of the services or products is prohibited or not recommended in the Sharia. Such as foods containing elements of pork, alcoholic beverages or drunk substances, gambling, adultery, pornography, pornoaction and others.

2. The transaction must be based on a service or product that is real, right there.

3. No terrors, regard, evil, damage, sin, heretic and involvement, either directly or indirectly in an action or thing that is prohibited or not recommended by Sharia.

4. There is no element of cheating, lies, obscurity (gharar), excessive risks, corruption, manipulation and ribawi or get a result without the willing to participate in the effort or risk.

5. the overarching Commitment against the treaties.

f. The Standardization of Sharia Hotel

Actually it is not difficult to make business hotel in accordance with the guidance of Sharia because business hotel is one of the many existing efforts. In addition, businesses in Islam are allowed as long as there is no nash (authoritative quotation from Al-quran) or evidence that forbid it because it is part of muamalah. This is in accordance with the rule that says “originally law in Muamalah (business relations or human relations) everything is permissible as long as there is no evidence that again outlaw”.

---

29 Riyanto Sofyan, *Bisnis Syariah Mengapa Tidak?*, p. 64-65
Many of the principles and rules of Shariah guidelines in managing hotels so embodied the nuances and mood of the coveted among them:

**a. Guest Honour (Ikramul Dhaif)**

Namely to civilize the greeting of the guests, both at the time met, welcome or will leave the hotel. Seeks friendly in every opportunity with the intention of pleasing to fellow Muslims. Sincere smile means charity, not the dull routine.31

The Prophet said:

\[
\text{مَنْ كَانَ يُؤْمِنُ بِاللهِ وَاْليَوْمِ اْلخِرِ فَلْيُكْرِمْ ضَيـْفَهُ}
\]

It means: “he who believe in Allah and the last day, then let him glorify guests.” (Narrated by Al-bukhaari and Muslim)

**b. The Serene, peaceful and happy (Greetings)**

Namely Islam is the teaching that leaning on peace not quite the divisive and made prolonged conflict. For that, appeal leads to peace as part of a human submission to Allah rules and forms of devotion in islam. Then in running sharia hotel will bring peace on consumers and the local community. As the following Scriptures

\[
\text{وَإِن جَنَحُواْ لِلسَّلۡمِ فَٱجۡنَحۡ لَهَا وَتـَوَكَّلۡ عَلَى ٱللَّهِۚ إِنَّهُۥ هُوَ ٱلسَّمِيعُ ٱلۡعَلِيمُ}
\]

But if the enemy incline towards peace, do thou (also) incline towards peace, and trust in Allah. for He is One that heareth and knoweth (all things). “(QS Al Anfal: 61)

**c. Open to all circles it means universal (kaifatan liin-naas)**

Hotel Guests that stay don’t have to be Muslim, to prove that the hotel management is very tolerant of all religions. Important thing is hotel guests behave and dress politely (don’t

---

31 Widyarini Fitri Kartini, *Variabel Yang Mempengaruhi Keputusan Pemilihan*…, p. 3.
wear skimpy clothes or open)).

We have not sent thee but as a universal (Messenger) to men, giving them glad tidings, and warning them (against sin), but most men understand not. (QS Saba‘: 28)

d. Mercy for all walks of life and environment (rahatan lil’aalamin)

Namely can be a grace for all communities or around environment. As in the verses of the Qur’an which says:

“We sent thee not, but as a Mercy for all creatures.” (QS Al Anbiya‘: 107)

e. Honest (siddiq)

Namely true and honest, never lie in performing a wide variety of business transactions. Value of siddiq, beside meaning to honest, also means tested, sincere, and has emotional balance.

“O ye who believe! Fear Allah and be with those who are true (in word and deed).” (QS At-Taubah: 119)

f. Trusted (amanah)

Namely the opposite of betrayal, is a trust or responsibility over all moral duty or obligation which beared a person,

---

32 Widyarini Fitri Kartini, Variabel Yang Mempengaruhi Keputusan Pemilihan….., p.4.
33 Didin Hafidhuddin dan Hendri Tanjung, Manajemen Syariah Dalam Praktik, (Jakarta;Gema Insani, 2008) p. 54.
including any assigned by Allah to his servants. Because of the order to be trustful in the following verses:

“Allah doth command you to render back your Trusts to those to whom they are due; And when ye judge between man and man, that ye judge with justice: Verily how excellent is the teaching which He giveth you! For Allah is He Who heareth and seeth all things.” (QS. An-Nisa: 58)

g. Consistent (istiqamah)

That is consistently showing and implements values above though get the temptation and challenge. Only with istiqamah and mujahadah, business opportunities that are profitable and perspective will always wide open.

Verily those who say, “Our Lord is Allah,” and remain firm (on that Path),- on them shall be no fear, nor shall they grieve.. (QS. Al-Ahqaaf: 13)

h. Helping in goodness (ta’awun alal birri wattaqwa)

In Islamic sharia is not only invites us to help each other in goodness, but also forbids us to help each other in violation and sins. As explained in the following verse:

“Help ye one another in righteousness and piety, but help ye not

34 Dewan Pengurus Nasional FORDEBI dan ADESY, Ekonomi Dan Bisnis Islam... p. 91.
35 Didin Hafidhuddin dan Hendri Tanjung, Manajemen Syariah ..... p. 56.
Refer to the above rationale and framework seeks in Islamic Sharia, in summary sharia hotel may be defined as in provision, procurement, and use of products and facilities as well as in its not against the rules of Sharia.\textsuperscript{36}

All components of the technical operational criteria for hotels, start from small things such as what information should be available in the front office, supplies istinja in public toilets, to the presentation and the type of food and drinks are available at the reception policy and procedure,\textsuperscript{37} house rules,\textsuperscript{38} it should be ascertained all comply with Shariah.\textsuperscript{39}

**g. Operations on the Islamic view of the Hotel**

Can be made the standard or criteria, such as Sharia hotel presented on some of the following description:

1. Facilities

All the facilities, good fundamental facilities should belongs to the hotel or additional facilities, are facilities that will provide positive benefits to the guests. While the facilities there is a possibility of causing damage, absence, splits, evokes the desire, the exploitation of women, and others similar, removed. If there are entertainment facilities, the procurement refers to the rule above. The use of the facilities provided were also adapted for the purpose of holding so it is not going to abuse the facility.\textsuperscript{40}

---

\textsuperscript{36} Riyanto Sofyan, *Bisnis Syariah Mengapa Tidak?* ..., p. 64.

\textsuperscript{37} *Reception Policy and Procedure* This means reception policies and procedures in hotel.(Ibid, p.136)

\textsuperscript{38} *House Rules* This means the House rules in hospitality.(Ibid, p.136)

\textsuperscript{39} Ibid, p. 64

\textsuperscript{40} Ibid, p. 65.
2. Guests

Guests who check-in, especially the opposite sex couples, perform reception policy selection. The selection is perform to find out if the spouse is a wife and husband, a family, or a spouse who is not a mahram. To be able to get a strong allegations against a spouse that they are not wife and husband, can be made a basic criteria alleged among other things.\textsuperscript{41}

\textbf{a) Indication}

1). The couple looks awkward or very lovey-dovey
2). Saying affection word to the partner
3). Make a distant when coming to the front office counter

\textbf{b). Appearance}

1). Sexy dressed woman with excessive makeup
2). Uniformed female partner school or college students or youth
3). Did not bring outfitting stay (bag/suitcase)
4). Conspicuous difference in age\textsuperscript{42}

3. Marketing

Hotel Sharia should be open to anyone, either private or group, formal or informal from a variety of tribes, religion, race, and class, During its activity in the hotel is not prohibited by the Nation and not an advocate of damage, absence, hostility, as well as other similar.\textsuperscript{43}

4. Food and drink

Food and drink provided is food and drink are halal or not forbidden by the Sharia. In the manufacture of food and

\textsuperscript{41} Riyanto Sofyan, \textit{Bisnis Syariah Mengapa Tidak?} ...., p. 68.
\textsuperscript{42} Ibid, p. 68.
\textsuperscript{43} Ibid, p. 70.
drink, good ingredients as well as the production process, the halal must be guaranteed (not mixed with ingredients that are forbidden by Sharia).  

The restaurant is open at any time, as well as in Ramadaan for those travellers, those women who are unable to fast, and people who have a case based on the Sharia by not reducing respect for the fasting person.

5. Decoration and Ornament

Decoration and ornament with customized values beauty in islam and not in conflict with Sharia. Ornaments such as statues were removed, as well as paintings of living beings should be avoided. However, the decoration of the hotel does not have to be in the form of calligraphy or other Middle Eastern overtones.

6. Operational:

a. Policies: policy management, covering regulations – regulations, cooperation with outside parties, investment and enterprise development is carried out in accordance with the principles of Islamic Sharia.

b. Human Resources Management: includes admissions and recruitment of Human Resource, no tribe, religion, race and class during the meet qualification standards specified. Companies must honestly to employees and provide the required training – training of employees. Human Resource management refers to the improvement of quality refers to the quality improvement that includes three things, ethics, knowledge and expertise.

---

46 Ibid, p. 72.
c. **Financial:** namely financial management using Islamic accounting and use of Sharia insurance and bank as a partner. If the company has a sufficient advantage value mandatory charity then the company shall be obliged to issue the zakat.\(^{48}\)

d. **The Structure:** the existence of an institution namely. Sharia Supervisory Board (DPS) which oversees the operations of the Sharia and the hotel’s operations that will provide direction and answer the problems that appear in field. These institutions are taken and approved by the National Islamic Council (DSN) that named members to be Shariah Supervisory Board.\(^{49}\)

e. **Services:** Services provided is the appropriate service of Islamic rule that meets this aspect of hospitality, friendly, honest, reliable, helpful and loves to say sorry and thank you. Service should also be done on the limits – limits allowed by the Sharia, for instance not lead to seclusion.\(^{50}\)

h. **Hotel Sharia Legal Basis**

Explanations specifically about hotels not Sharia is explained in the *Al-Qur’an* nor *Hadith* as a primary source of Islamic law. However, if we study deeper there are some verses in the Quran the accommodating hotel activities as provided in the texts as follows:

a. **Al – Quran**

1. **An-Nisaa 104**

\[\text{You shall be weak in pursue them (the enemies). If you suffer pain,}\]

\(^{48}\) Ibid, p. 74.

\(^{49}\) Ibid, p. 74.

\(^{50}\) Ibid, p. 74.
then surely, they suffer in pain (pula), as you miserable, are you expecting from Allah what they don’t expect. Allah is Omniscient and again Most Wise (An-Nisa.104).

In the letter Nisaa verse to 104, the translation “You shall be weak in pursue them. …”, in the context of a business can be interpreted as competing in business, which is represented in the word “pursue them”. Then if we are to compete in the business in the way of Allah, more value is a definite reward of Allah exceeds the losses that we may be experiencing. If the business achieve success, we got two advantages, business profits and reward from Allah, i.e. treatment efforts in upholding and spreading the goodness that is not always obtainable in conventional businesses.\(^5\)

2. An-Nisa 29

O ye who believe! Eat not up your property among yourselves in vanities: But let there be amongst you Traffic and trade by mutual good-will: Nor kill (or destroy) yourselves: for verily Allah hath been to you Most Merciful!(An-Nisa.29)

The meaning of the verse is Allah Almighty forbade the taking of property of another person with the false (wrong), except for a business that happens like the same love. Hotel Syariah included in commerce/business in the field of services, so that the benefit is not allowed to use the banned way from Allah SWT

\(^5\) Riyanto Sofyan, *Bisnis Syariah Mengapa Tidak? ....*, p. XXV
b. Hadith of Prophet

Hadeeth about Honouring Guests

مَنْ كَانَ يُؤْمِنُ بِاللهِ وَاْلَيْوَمُ اْلخِرِ فَلْيُكْرِمْ ضَيْفَهُ

“Anyone who believe in Allah and the final day then let him glorify the guests “ (HR. Bukhari)

The word “dhaifahu” in the said common pronunciation, so it covers all types of guests, whether Muslim, non-Muslim guests, men and women. All guests are welcomed and honoured and obligated to be respected on the basis of nash and the above Hadith

c. Ijma

The basic principle which must be observed in connection with its syariah embodies in a business, is to nurture the rule reads:

اَلَصْلُ فِى اْلَشْيَاءِ اْلإِ بَا حَة حَتَّى يَدُ لَّ اْلدَّلِيْلُ عَلَى التَّحْرِيْمِ

“Legal origin in the field of muamalah is the capacity (worship) until there is evidence that forbids”

From the rule, Islam gives freedom to the man for doing muamallah in order to meet their needs whether it be profit, goods or services, keeping notes the limitations set by the Sharia. So in this case, we have to look at is what limits should not be violated in the bermuamallah.

---

52 Abu Bakar Jabir Al-Jazairi, Ensiklopedi Muslim Minhajul Muslim, (Jakarta: Darul Falah, 2000), p. 191
53 Riyanto Sofyan, Bisnis Syariah Mengapa Tidak? ...., p. 63
54 Ibid, p. 63
d. Regulation of the Minister of tourism and Creative Economy No. 2 the year 2014 about Sharia Hotel Organizer Guidelines

The decision letter of Minister of tourism, posts and telecommunications No. KM HK 94/103/MPPT-87 years 1987 about the conditions of the Hotel Categorization effort and mentioned that sense Hotel is one of the types of accommodations that uses part or all of the buildings to provide services of lodging, eating and drinking as well as other services for public, commercially-run, as well as comply with the terms specified. This 22 provision also States that the hotel management required to provide protection to guests, keep the dignity, as well as preventing the use of hotels for gambling, drug use, activities that violate decency, security and public order.55

Hotel Syariah has also been set in the regulation of the Minister of tourism and Creative Economy No. 2 the year 2014 about Conducting Business Guidelines promulgated Islamic Hotel at 17/1/2004, business Sharia hotel is the first Hotel Venture must meet the criteria of Sharia which includes aspects of the product, service, and management.56

To facilitate the identification of the Sharia and the fulfillment of the hotel kesyariahan elements, the Government divided the Islamic Hilal Hotel-1 and-2 Hilal Islamic Hotel that is:

a. Sharia Hotel Criteria Hilal-1: necessary Sharia Hotel Business to serve the needs of Muslim travelers at a minimum. In other words, meet the most elements of Shariah in accordance with Shariah hotel venture valuation determined by regulation of the Minister of tourism and Creative Economy and DSN-MUI.

55 Keputusan Menteri Pariwisata & Telekomunikasi No. KM 94/HK.103/MPPT-87.
56 Peraturan Menteri Pariwisata dan Ekonomi Kreatif Nomor 2 tahun 2014.
b. Sharia Hotel Criteria Hilal-2: namely the categorization for a Sharia assessed hotel filled all the criteria necessary Sharia Hotel Business to serve the needs of moderate Muslim travellers. In other words, filled the whole Islamic elements in accordance with the Sharia hotel venture valuation determined by regulation of the Minister of tourism and Creative Economy and DSN-MUI.\textsuperscript{57}

From the above categorization, there are lots of conditions that must be met by the hotel in order to obtain a certificate of Business Hotel Syariah from DSN-MUI, so legally can run its business activities as an Islamic hotel

2. Consumer Satisfactory

a. Definition of Consumer

The term consumer is derived from the word consumer (United Kingdom-American), or/konsument consument (Netherlands).\textsuperscript{58} The sense is literally translated as “people or companies who buy certain goods or using certain services” or “something or someone using an inventory or any number of items”.\textsuperscript{59}

United States posited the definition “consumer” means the consumer who came from “user”, but can also be interpreted more broadly as a “victim” product usage, both victims of the buyer, not the buyer but the wearer, even victims who are not users, because legal protection can be enjoyed also by the victims who are not users.\textsuperscript{60}

\textsuperscript{57} Peraturan Menteri Pariwisata dan Ekonomi Kreatif Nomor 2 Tahun 2014 tentang Pedoman Penyelenggara Hotel Syariah, tahun 2004.

\textsuperscript{58} Celina Tri Siwi Kristiyanti, \textit{Hukum Perlindungan Konsumen}, Sinar Grafika, Jakarta, 2009, p. 22

\textsuperscript{59} Abdul Halim Barkatulah, \textit{Hukum Perlindungan Konsumen (Kajian Teoretis dan Perkembangan Pemikiran)}, (Nusa Media, Bandung, 2008), p. 7.

\textsuperscript{60} Celina Tri Siwi Kristiyanti, Op. Cit., p. 23.
France based on doctrine and jurisprudence that develops consumer defines as “the person who obtains goods or services for personal or family purposes”. From the definition above contained two elements, namely (1) the consumer only and (2) goods or services used for the purposes of personal or family.  

b. The Theory of Consumer Satisfaction

Consumer satisfaction is the State achieved when the products according to the needs or expectations of the consumers and the encyclopedia of deprivation. Customer satisfaction can be defined as a situation where the needs, desires, and expectations of customers can be met through products that are consumed.

According to Roland t. Rust, a provider must pay attention to what the consumer perception to the provided services, but also how they can feel satisfaction. The depth of this feeling is the result of how far the level of perception of consumers can match what they expect.

The difference between services received with what to expect (satisfaction) should be minimized so that the result is approaching or more than one, that by managing the gaps that occurs at the delivery of services. Providers must improve the quality of the service at any time and the more aggressive for research will be the satisfaction and dissatisfaction of the customer.

According to Kotler and Keller, consumer satisfaction is a feeling happy or upset someone and constitute a comparative assessment that emerged after comparing between perception

---

63 Ibid, p. 91
on performance of a product with the hopes, which spelled out as follows:

1. If the performance were below expectations, then the consumer is not satisfied.
2. If the same performance with expectations, then consumers will be satisfied.
3. If performance exceeds expectations, then consumers will be very satisfied or very happy.

In an effort to meet customer satisfaction, the company is indeed required carefulness of observation to know the shift in consumer needs and desires that almost every moment of change. The buyer will move after shaping the perception of satisfaction after purchase offers, depending on the performance of deals compared to the expectation.64

c. The Theory of Consumer Satisfaction in Islam

In economic theory, the satisfaction of a person in consuming something is called utility or value.

In the Islamic economy, satisfaction is known maslahah with the understanding fulfilled needs both physical and spiritual. Islam is concerned with the balance of physical and nonphysical needs based on sharia values.65

Utility theory when analyzed from the theory of maslahah, satisfaction is not based on the number of goods consumed but based on good or bad something to the self and the environment. If eating something brings a mafsadah to yourself or the environment then it should be abandoned.66

---


66 Ibid, p.99
Imam Ash-Shatibi said that human welfare can be realized when 5 basic elements can be realized and maintained namely religion (*ad-Din*), Soul (*An-Nafs*), Intellect (*Al-Aql*), descendants (*An-Nasl*), and Treasures (*Al-Mal*).\(^{67}\)

**d. The Influence Factors of Consumer Satisfaction**

Customer satisfaction at first relies on the perception and expectations of the consumers. Determine consumer satisfaction there are five factors that must be considered by the company, according to Ratnasari and Aksa, among others: \(^{68}\)

1. The product quality is the ability of an item to provide value to customers the most superior and appropriate or even in excess of what the customer wants
2. The quality of service or services is a dynamic condition associated with 3 orientations namely the perceptions of customers, products or services and processes
3. Emotions.
4. Prices as the value of an item is stated with money
5. Cost.

**e. Attributes of Common Consumer Satisfaction**

Attributes the creation of consumer satisfaction is the suitability of the hope that is a combination of the ability of a product that is reliable, so that a product can be produced according to what promised by the company. According to Tjiptono, attributes the creation of consumer satisfaction, namely:

1. Ease in obtaining products, namely. the products or services offered by the manufacturer are available at outlets which are close to the potential buyers.
2. A willingness to recommend, on consumers who make

---

\(^{67}\) Ibid, p.100

\(^{68}\) Febby Gita Cahyani, *Pengaruh Kualitas Produk*...., p.4.
purchases on products in a relatively long time, then the consumer’s willingness to recommend the product to friends or family so the size that it is important to give it a try.\textsuperscript{69}

f. The Theory of Consumer Satisfaction Indicators

Indicator consumer satisfaction according to the theory of Kottler, stated the key to customer retention is customer satisfaction. Consumer Satisfaction indicators can be seen from:\textsuperscript{70}

1. Re-purchase: buy back, where customers will be returned to the company to look for goods/services.
2. Creating Word-of-Mouth: in this case, the customer will say good things about the company to others
3. Creating a brand image: Customers will be less attentive to the brands and ads from competitors’ products
4. Creating a purchasing decision at the same company: Buy another product from the same company.

\textsuperscript{69} Ibid, p. 4.

\textsuperscript{70} Febby Gita Cahyani, \textit{Pengaruh Kualitas Produk}…., p.4.
C. Theory Framework

Source: Taken from Theory of Consumer Satisfaction Indicators

Table 2.1
D. Research Framework

Table 2.2

- Find out how Islamic Service System at the Hotel Sofyan Jakarta.
- Find out the influence of Islamic service system against consumer satisfaction in Sofyan Hotel
CHAPTER III
RESEARCH METHODOLOGY

A. Research Place and Time

A boutique hotel that holding halal and authentic concept with kin experiences. Stay with satisfactory services and facilities in a strategic location that is suitable for leisure travelers and business people. Sofyan Hotel Cut Meutia, located in Menteng, Jakarta, is a popular choice for travelers. Only 50 KM away, this Sofyan Hotel can be easily accessed from the airport. Visitors to the hotel can take pleasure in touring the city’s top attractions: Tugu Tani Statue, Sunda Kelapa Harbor, Jaksa Street.

Hotel Sofyan Cut Meutia offers brilliant service and all the important amenities to please travelers. The hotel offers various facilities for guests ‘ convenience. Researchers research at Hotel Sofyan Cut Meutia on 2 – 12 September 2018.

B. Research Approach and Types.

This type of research is a research structural with quantitative methods. Researchers use quantitative methods to measure/test the extent to which the results of the method or strategy that is applied to the system of Sharia which is in the service of the hotel Sofyan Cut Meutia towards customer satisfaction, so that in this study the researchers can prove that the Sharia service system is in compliance with the existing standards and can be proven by using quantitative methods, quantitative methods of research can be obtained a result

This research uses a quantitative approach. As for the approach used in this research is a Survey Research or case studies are characterized by data collection and quantitative analysis with the aim of strengthening the research results.71 The purpose of the writer is using the survey to

---

71 Sugiono, Metode Penelitian Kuantitatif Kualitatif dan R & D, Cet Kedua,
conduct observation approach directly at Hotel Sofyan Cut Meutia by using questionnaire and documentation as a tool of research.

As for the runway used by the researchers adapted to the form of a question in the form of the question how (how) and why (why) and directed a series of contemporary events, where researchers have only a small chance or does not have chance at all to control the event. Maxfield in the Nazarite revealing case studies (case study) is a research on the status of the subject is acceptable with a specific phase or typical of the whole personality.\(^{72}\)

Additionally a case study is a method being performed intensively, detailed and in depth against an organization, institution, or certain symptoms, in order to understand the issues, problems, or concerns that are specific in describing and detail of one State (the case). Agree with Creswell, muhadjur mentions the case study as a longitudinal study of observing the object sought for a long time and continuously.\(^{73}\)

1. **Quantitative Methods**

Quantitative research is a method containing the figures and analysis using statistics, besides the purpose of quantitative methods this is showing the relationships between variables X and Y.\(^{74}\) Therefore, in the study there are two variables namely variable X and Y. With an explanation as follows:

**a. Free Variables**

Free variables are the variables that affect the variabel bound. Free variables in this study is the service system (X)
b. **Bound Variables**

A bound variable is affected by the free variable. Bound variables in this study is the customer satisfaction. The relationship between the two variables can be described as follows:

![Diagram of bound variables]

Therefore, quantitative data sources used in this research is the data that comes from:

C. **Types Of Data**

a. **Primary Data**

Primary data is the data that comes from a research object directly. Primary data can be an answer to the questions and statements delivered through the question form, observation, interview and documentation, reports, and other data. Thus, the collection of primary data is an integral part of the research process used to take decisions. Therefore, in this quantitative research, researchers use primary data as the source of research in Hotel Sofyan Cut Meutia Menteng.

b. **Secondary Data**

Secondary data is data sourced from previous research reports, information from the mass media, electronic media and several books related to the topic of this research. In addition secondary data can be interpreted as the data that obtained in a finished form, already collected and retrieved by another party, usually in the form of publications. Therefore researchers take

---


76 Ibid. p. 102.
the secondary data is derived from previous research, journals, and other data sources that are associated with this research.

D. Populations and Samples

a. The Population and Sampling Techniques

Beside that, it also required precision and accuracy in an attempt to set the data source of this in a study in order to obtained information or sufficient data, either supporting or rejecting the hypothesis to be tested, in the sense of having high level brought in drawing conclusions based on the results of testing the hypothesis. While the overall population is the understanding of the object of study that can consist of human beings, objects, animals, symptoms or events as a data source that has a particular characteristic in a research. While the definition of sampling is part of the number and characteristics of which are owned.\(^77\)

In this study, researchers took a characteristics limited population or population finite, which is the data source that is clearly its limits quantitatively because it has limited characteristics. For a sample of the good must qualify that size or magnitude sufficient to convince the stability characteristics. The larger the sample, the less likely it will be wrong to draw conclusions about the population.\(^78\) Therefore, in this study, researchers used a formula to determine the magnitude of the sample, namely by the method of random sampling, while the technique sampling using the formula of Taro Yamane or Slovin:


\[ n: \frac{N}{N \cdot d^2 + 1} \]

Description:

n: Number of Samples

N: Number of Population

d^2: Precision (set of 10% with a confidence level of 95%).

In this study, researchers used a technique in the retrieval of the type of sampling namely *probability sampling*.\(^79\) While the way used in the taking of this sampling is Simple Random Sampling that is “a member of the samples from the population at random without regard to existing strata in that population.”\(^80\) The number of visitors of Hotel Sofyan Cut Meutia in the year 2017 is of 21,904 people from different regions and countries. Then we will take samples in accordance with the formula Slovin:

\[ n: \frac{21.904}{21.904 \cdot 10\%^2 + 1} = 99.545 \]

Then from the results of the formula above by the number of samples taken 99.447 or rounded up 100 people being visitors/consumers hotel Sofyan Cut Meutia.

E. **Quantitative Data Collection Methods**

a. **Question Form Methods**

Question Form Method is a series or set of questions assembled systematically in a list of statements that are filled by the respondents and returned back to the researchers. A detailed questionnaire was an attempt to gather information with a series of written questions, to be answered in writing by the respondent. In addition, a detailed questionnaire is a technique in the collection of

---

\(^79\) *Probability Sampling* is sampling which gives the same opportunities to every element of the population for selected to be a member of the sample.(Ibid, p.118)

data is done by giving a set of questions or a question in writing to
the respondent to be answered.\textsuperscript{81} The questionnaire is the technique
in the efficient data collection when the researchers know for certain
variables that will be measured and know what could be expected
from respondents, other than that the questionnaire is also suitable
when the number of respondents is quite large and scattered a wide
area.\textsuperscript{82}

In this study using the type and form of the \textit{closed question},\textsuperscript{83}
because the shape of a closed question would help respondents to
answer with precision, and also make it easier for researchers to
conduct data analysis to all the question form We’ve collected,
as for the question in the question form need to be made positive
and negative sentences in order for respondents in answering each
question is more serious, and not mechanistic. While the language
used in the writing of the questionnaire (question form) must be
adapted to the Language ability of the respondent, if respondent
cannot speak Indonesia, then the question form was drawn up
having regard to the level of education of the respondents, the social
and cultural frame of reference from the respondent.\textsuperscript{84}

So with this method now researchers can know the extent
of the influence of Islamic Service System against Consumer
Satisfaction at Hotel Sofyan Cut Meutia. The use of this method
in addition to knowing the Sharia service system and consumer
satisfaction in the Hotel Sofyan, it is also used to find out how big
the implementation level. The method of question form is addressed
to the entire consumer at Hotel Sofyan Cut Meutia.

\textsuperscript{81} Nawawi Hadari. \textit{Metode Penelitian Bidang Sosial}. Cetakan ketigabelas.
\textsuperscript{82} Sugiono. \textit{Metode Penelitian Kuantitatif Kualitatif} ..... p. 142.
\textsuperscript{83} \textit{Closed Question} is a question expecting a short answer or expect the respondents
to choose one alternative answer to each question are available.( Ibid, p. 142)
\textsuperscript{84} Ibid, p. 143.
F. Research Scope

This research aims to analyze the influence of Islamic service at hotel Sofyan Cut Meutia consisting of a system of service of consumer satisfaction. The period chosen for this research was in September 2018.

G. Research Variables

Variable research is everything that shaped what are defined by the researchers to be studied so that the retrieved information about such matters, then drawn conclusion. In the framework of analysis of the influence of Islamic service system against consumer satisfaction in the hotel Sofyan Cut Meutia during the period of observation, then this study uses the following variables:

1. Service System
2. Consumer Satisfaction

Table 3.1

<table>
<thead>
<tr>
<th>Variable</th>
<th>Definition</th>
<th>Indicator</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service System (X)</td>
<td>One factor that is needed in this a public service</td>
<td>-Physical evidence that meets the standards of the Hotel</td>
<td>1 = Not Very Good</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-Reliability in providing information, technical service and makes it easy to launch a procedure</td>
<td>2 = Not Good</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-Responsiveness in addressing consumer complaints and criticism</td>
<td>3 = Less Good</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-A guarantee over the ability of officers in the administrative, service and social</td>
<td>4 = Good</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-Friendly, caring and considerate to our customers</td>
<td>5 = Very Good</td>
</tr>
</tbody>
</table>

85 Ibid, p. 38.
Consumer Satisfaction (Y) | Feeling happy or upset someone and constitute a comparative assessment that emerged after comparing between perception on performance of a product with the hope of hope | - Buy back, where customers will be returned to the company to seek the services of a company
- Customers will say good things about the company to others
- Customers will be less attentive to the brands and ads from competitors’ products
- Creating purchasing decision at the same company: buying/using other products from the same company | 1 = Not Very Good
2 = Not Good
3 = Less Good
4 = Good
5 = Very Good

Source: Process by researcher

H. Technique In Quantitative Data Analysis

As for the technique in quantitative data analysis conducted by researchers is the inferensial statistical methods.\(^{86}\) Statistical inferensial is statistical technique used to analyze the data samples and the results apply to the population. This statistic is suitable if a sample is taken from a population that’s clear and carried out random.\(^{87}\) In this study, researchers are highly confident that the technique in the quantitative analysis of the most suitable statistical model is inferensial because with this technique is already clear that the population is consumers Hotel Sofyan Cut Meutia, and done in a random. While the results of this research quantitative will be presented in the form of table, graph, and the like so that will make it easier to be understood.

\(^{86}\) Often referred to as inductive statistics or statistical probability (Sugiono. Metode Penelitian Kuantitatif Kualitatif ...., p. 147)

\(^{87}\) Ibid p. 148.
I. Research Hypothesis

The hypothesis is a provisional answer to the problems encountered and need to be tested for its truth with more complete data and support. This research was conducted to find out the influence of Islamic service system applied in hotel Sofyan Cut Meutia towards customer satisfaction. Following the formulation of the hypothesis of this research:

Ho : There are no significant effects against consumer satisfaction on the results of the application Sharia Service System in Hotel Sofyan Cut Meutia Jakarta..

Ha : There are significant effects against consumer satisfaction on the results of the application Sharia Service System in Hotel Sofyan Cut Meutia Jakarta.
CHAPTER IV
RESULTS AND DISCUSSION

A. Object Research Description

In the early years of the 1970-80s the company started its business in the field of property by building and operating a middle class hotel, office buildings and housing for rent. In line with the development of business properties that the company pursued, at that time named the series of Sofyan Hotels then able to have 2 Two star hotels, namely Hotel Menteng I, with a capacity of 60 rooms located at Jalan Lama Gondangdia No. 28 and Hotel Menteng II with a capacity of 80 rooms located at Jalan Cikini Raya No. 105. Both the incorporated Law PT. Menteng Means Tourism.

In 1983 conducted a restructuring of the Company by selling the assets of PT. Menteng Means Tourism. The restructuring is done to further solidify the position of a legal entity managing the series of Sofyan Hotels. As a continuation of the restructuring of the company, then formed a new legal entity, namely PT Djambak Mas, which is run and managed by experienced professionals in the field of hospitality as well as from the previous company.

Further development when by shareholders of PT Djambak Mas, felt the need to strengthen business and capital then established PT Sofyan Hotels in early January 1989.

The sensitivity of the professional manager with a vision supported by the culture and ways of working that are formed to maintain and maximise the earning ratios of investment companies is relatively small, it has managed to prove that PT. Sofyan Hotels were able to follow the needs of the market by noting that investment growth is assured. In addition the company has a strong commitment to continue to concentrate on this business.
The company continuously conducts development, modernisation and adaptation to market developments as well as sharpen its business strategy. For the development of such business, the company in April 1989 did “Go Public” in Parallel stock exchange currently renamed PT. Surabaya stock exchange, with highly satisfactory results, as evidenced by the occurrence of 300% over-subscribe on shares offered by the company. In accordance with the results of the General Meeting of extraordinary shareholders PT. Sofyan Hotels, Tbk, dated 11 January 2002, the shareholders agreed to no longer record the company’s shares on the Surabaya stock exchange (voluntary delisting ) keeping in mind the administration cost the recording of a large enough stake while its benefits are not too significant. But this voluntary delisting is not causing the company being a closed company that due to trade company stock can still be done in front of a notary. Apart from this “culture” as a public company is still and will always run to manifest the Good Corporate Governance.

The company has a firm belief that business hotel managed by sharia has a good prospect in the foreseeable future. The application of Sharia in operational PT Sofyan Hotels, Tbk starts little by little from the year 1993. The process continued through the following stages:

3. Consolidation Stage (year 2003 - 2007)
4. Establishment and Initial development Stage(year 2008 - 2012)
1. Hotel Sofyan Logo

**Figure 4.1**

![Hotel Sofyan Logo](Source : Sofyanhotel.Com)

Sofyan Hotel with a more economical type of service, suitable for travelers who needs a comfortable place to stay, with more minimalist tone, simple and with affordable price. You can feel this experience at Sofyan Hotel Soepomo.

**Figure 4.2**

![Hotel Sofyan Logo](Source : Sofyanhotel.Com)

Sofyan Hotel with its original touch has a cultural and heritage building that creates elegant and classic ambiance. It’s offering high standard services and facilities for all guests with great price. You can feel this experience at Sofyan Hotel Cut Meutia.
Figure 4.3

Source: Sofyanhotel.Com

Sofyan Hotel with a touch of luxury. Prioritizes guests comfort and privacy offering with international-class of services and facilities.

2. Company’s Philosophy

Hospitality is A Virtue is the hallmark of every Sofyan Hotels. The ambiance that comes from fitrah with halal hospitality to everyone. Sofyan Hotels is committed to give a welcoming experience with its next to kin spirit.

3. Service/Product Philosophy

Fitrah comes from the natural tendency of every human beings that brings goodness, comfort, and genuine hospitality to everyone. Therefore, we thrive to always be virtuous at all times so that we can serve our guests with a welcoming experience.

Halal means “Permissible” according to Islamic values, which in essence discarding all harmful and hazardous elements in products and services for humankind and the environment.

Sofyan Hotel operates based on Kinship, which is a value that guides us towards understanding our guests’ needs and maintaining a relationship with our guests as if we are family. Therefore, we will always pray for our guests with our greetings, serving our guests with utmost courtesy, with sympathy and empathy accompanying
our service so that we can bring heartfelt hospitality to our guests.

B. **Description of Data**

On this research the data obtained by delivering direct questionnaires to respondents who were in the Hotel Sofyan Cut Meutia Jakarta. Hotel Sofyan has two branches in Jakarta, namely in the area of Menteng (JL. Cut Meutia) and in Tebet (JL. Soepomo) yet this research is only done at the Hotel Sofyan who was at JL. Menteng area Cut Meutia.

In the dissemination of the questionnaire at the Hotel Sofyan Cut Meutia was done by spreading 100 questionnaire. Each questionnaire is given to the respondent and it is expected that the respondents can fill the statements submitted in accordance with the actual circumstances of the questionnaire. Of 100 questionnaire distributed to consumers Hotel Sofyan Cut Meutia entirely can be processed into data that is useful for the continuation of this research.

C. **Description of Respondents**

In this research that became respondents is all visitors of hotel Sofyan Cut Meutia in September 2018. As for the details of the description of the respondent can be seen in the table below:

**Respondents Based On Gender**

<table>
<thead>
<tr>
<th>No</th>
<th>Criteria</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Man</td>
<td>62</td>
<td>62%</td>
</tr>
<tr>
<td></td>
<td>Woman</td>
<td>38</td>
<td>38%</td>
</tr>
<tr>
<td></td>
<td><strong>Total Respondents</strong></td>
<td>100</td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*Source: Data Processed by Researcher*

Of 100 questionnaires processed, a general overview about the respondents who can detail can be seen in table, seen from the gender of
the respondents, male 62 people respondents or approximately 62% women and 38 men respondents or approximately 38%, meaning that the majority of respondents are men or about 62%.

**Respondents Based On Age**

**Table 4.2**

<table>
<thead>
<tr>
<th>No</th>
<th>Age</th>
<th>Age</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>15-20</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>2</td>
<td>21-30</td>
<td>26</td>
<td>26%</td>
</tr>
<tr>
<td>2</td>
<td>31-40</td>
<td>28</td>
<td>28%</td>
</tr>
<tr>
<td>2</td>
<td>&gt;40</td>
<td>44</td>
<td>44%</td>
</tr>
<tr>
<td></td>
<td><strong>Total Respondents</strong></td>
<td><strong>100</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*Source: Data Processed by Researcher*

Seen in terms of age, there were 2 people respondents who were in the range of 15-20 years or about 2%, 26 respondents age range of 21 to 30 years or about 21% of the respondents age 28, range 31 to 40 years or approximately 28%, and 44 people that are over 40 years of age or 44%. This means that average consumers who become the respondents or using services in Hotel Sofyan Cut Meutia was more than 40 years.

**Respondents Based On Occupations**

**Table 4.3**

<table>
<thead>
<tr>
<th>No</th>
<th>Profession</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Student</td>
<td>8</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>Private Employee</td>
<td>42</td>
<td>42%</td>
</tr>
<tr>
<td></td>
<td>Civil Servant</td>
<td>24</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>Soldier/Police</td>
<td>7</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>19</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td><strong>Total Responden</strong></td>
<td><strong>100</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*Source: Data Processed by Researcher*
Seen in terms of type of work, the majority of the profession as a private employee with the amount of 42 people, or about 42%, 24 people who made their living as Civil Servant or approximately 24%, 8 the person’s status as a student or a student about 8%, 7 people working as the Soldier/Police or about 7% and 19 people working in other fields of approximately 19%. This means that the average consumer hotel Sofyan Cut Meutia’s profession as an employee of a private.

**The Responses of Respondents related to Services System**

**Table 4.4**

<table>
<thead>
<tr>
<th>No</th>
<th>Indicator</th>
<th>Frequency</th>
<th>Total Score</th>
<th>N</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>SB</td>
<td>B</td>
<td>KB</td>
<td>TB</td>
</tr>
<tr>
<td>1</td>
<td>Physical Evidence</td>
<td>28</td>
<td>70</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Fun Services</td>
<td>39</td>
<td>57</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Guest Selection</td>
<td>30</td>
<td>70</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Information</td>
<td>28</td>
<td>70</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Room Condition</td>
<td>20</td>
<td>74</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Facility Condition</td>
<td>21</td>
<td>74</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Room Design</td>
<td>20</td>
<td>71</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>8</td>
<td>Lighting</td>
<td>16</td>
<td>77</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>9</td>
<td>Worship Tools</td>
<td>48</td>
<td>48</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>10</td>
<td>Bathroom Facilities</td>
<td>30</td>
<td>68</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>11</td>
<td>Web Access</td>
<td>52</td>
<td>48</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Judging from the responses of the respondents related to the service system, average is in compliance with the expectations of the consumer like web access hotel that gets the highest value in fulfilling the expectations of the consumer.

**The Responses of Respondents related to Consumer Satisfaction**

**Table 4.5**

<table>
<thead>
<tr>
<th>No</th>
<th>No</th>
<th>Indikator</th>
<th>Frequency</th>
<th>Total</th>
<th>N</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>SB B KB TB STB</td>
<td>Score</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td>Service Expectations</td>
<td>27 73 0 0 0</td>
<td>427</td>
<td>100</td>
<td>4.27</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Quality Facilities</td>
<td>33 65 2 0 0</td>
<td>431</td>
<td>100</td>
<td>4.31</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Purchase Interest</td>
<td>31 63 6 0 0</td>
<td>425</td>
<td>100</td>
<td>4.25</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Recomendation</td>
<td>37 61 2 0 0</td>
<td>435</td>
<td>100</td>
<td>4.35</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Customer Satisfaction</td>
<td>31 67 2 0 0</td>
<td>429</td>
<td>100</td>
<td>4.29</td>
</tr>
</tbody>
</table>

Judging from the responses of the respondents related to the consumers satisfaction, average consumers already feeling the satisfaction of using services in hotel Sofyan Cut Meutia, consumers also will recommend hotel Sofyan to family or their relatives.
D. Requirements Test

4.1. Reliability and Validity Test

Table 4.6
Case Processing Summary

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Valid</td>
<td>100</td>
<td>100.0</td>
</tr>
<tr>
<td>Excluded&lt;sup&gt;a&lt;/sup&gt;</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
</tr>
</tbody>
</table>

<sup>a</sup> Listwise deletion based on all variables in the procedure.

Source: SPSS Version.25

Table 4.7
Reliability Statistics

<table>
<thead>
<tr>
<th></th>
<th>Part 1</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach’s Alpha</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value</td>
<td></td>
<td>.702</td>
<td></td>
</tr>
<tr>
<td>N of Items</td>
<td></td>
<td>9&lt;sup&gt;a&lt;/sup&gt;</td>
<td></td>
</tr>
<tr>
<td>Part 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value</td>
<td></td>
<td>.825</td>
<td></td>
</tr>
<tr>
<td>N of Items</td>
<td></td>
<td>8&lt;sup&gt;b&lt;/sup&gt;</td>
<td></td>
</tr>
<tr>
<td>Total N of Items</td>
<td></td>
<td></td>
<td>17</td>
</tr>
<tr>
<td>Correlation Between Forms</td>
<td></td>
<td>.689</td>
<td></td>
</tr>
<tr>
<td>Spearman-Brown Coefficient</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equal Length</td>
<td></td>
<td>.816</td>
<td></td>
</tr>
<tr>
<td>Unequal Length</td>
<td></td>
<td></td>
<td>.816</td>
</tr>
<tr>
<td>Guttman Split-Half Coefficient</td>
<td></td>
<td>.814</td>
<td></td>
</tr>
</tbody>
</table>

<sup>a</sup> The items are: SP1, SP2, SP3, SP4, SP5, SP6, SP7, SP8, SP9.

<sup>b</sup> The items are: SP9, SP10, SP11, SP12, KK1, KK2, KK3, KK4, KK5.

Source: SPSS Version.25
<table>
<thead>
<tr>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach’s Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>SP1 68.5900</td>
<td>19.941</td>
<td>.577</td>
<td>.847</td>
</tr>
<tr>
<td>SP2 68.5000</td>
<td>19.364</td>
<td>.612</td>
<td>.845</td>
</tr>
<tr>
<td>SP3 68.5500</td>
<td>20.997</td>
<td>.347</td>
<td>.857</td>
</tr>
<tr>
<td>SP4 68.5900</td>
<td>20.224</td>
<td>.508</td>
<td>.850</td>
</tr>
<tr>
<td>SP5 68.7100</td>
<td>21.279</td>
<td>.254</td>
<td>.861</td>
</tr>
<tr>
<td>SP6 68.6900</td>
<td>20.600</td>
<td>.416</td>
<td>.854</td>
</tr>
<tr>
<td>SP7 68.7400</td>
<td>20.942</td>
<td>.299</td>
<td>.860</td>
</tr>
<tr>
<td>SP8 68.7600</td>
<td>21.053</td>
<td>.322</td>
<td>.858</td>
</tr>
<tr>
<td>SP9 68.4100</td>
<td>20.467</td>
<td>.361</td>
<td>.858</td>
</tr>
<tr>
<td>SP10 68.5700</td>
<td>20.187</td>
<td>.505</td>
<td>.850</td>
</tr>
<tr>
<td>SP11 68.3300</td>
<td>19.658</td>
<td>.621</td>
<td>.845</td>
</tr>
<tr>
<td>SP12 68.3800</td>
<td>20.056</td>
<td>.527</td>
<td>.849</td>
</tr>
<tr>
<td>KK1 68.5800</td>
<td>20.307</td>
<td>.539</td>
<td>.849</td>
</tr>
<tr>
<td>KK2 68.5400</td>
<td>20.049</td>
<td>.522</td>
<td>.849</td>
</tr>
<tr>
<td>KK3 68.6000</td>
<td>19.616</td>
<td>.557</td>
<td>.848</td>
</tr>
<tr>
<td>KK4 68.5000</td>
<td>19.990</td>
<td>.519</td>
<td>.850</td>
</tr>
<tr>
<td>KK5 68.5600</td>
<td>19.724</td>
<td>.610</td>
<td>.845</td>
</tr>
</tbody>
</table>

Source: SPSS Version.25

Validity testing by looking at Corrected Item-Total Correlation which is a score total items (r value count) as compared to the value of r tables. If the value of count is larger than the r value of r or r table count > value r table, then the item is valid. The decision can be seen in the table below:
<table>
<thead>
<tr>
<th>Soal</th>
<th>r hitung</th>
<th>r tabel(@=0.05; n=100)</th>
<th>Keputusan</th>
</tr>
</thead>
<tbody>
<tr>
<td>SP 1</td>
<td>0.577</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>SP 2</td>
<td>0.612</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>SP 3</td>
<td>0.347</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>SP 4</td>
<td>0.508</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>SP 5</td>
<td>0.254</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>SP 6</td>
<td>0.416</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>SP 7</td>
<td>0.299</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>SP 8</td>
<td>0.322</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>SP 9</td>
<td>0.361</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>SP 10</td>
<td>0.505</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>SP 11</td>
<td>0.621</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>SP 12</td>
<td>0.527</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>KK 1</td>
<td>0.539</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>KK 2</td>
<td>0.522</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>KK 3</td>
<td>0.557</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>KK 4</td>
<td>0.519</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
<tr>
<td>KK 5</td>
<td>0.610</td>
<td>&gt; 0.1654</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: Data Processed by Researcher

Reliability testing by looking at the value of Guttman’s Half-Split = 0.814. The correlation is very strong on the category. When compared to the r chart (0.1654) then r count greater than r tables. Thus it can be inferred that the above questionnaire reliability.
4.2. Correlation Relationship Test

Table 4.9

Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMLSP</td>
<td>51.3800</td>
<td>3.38678</td>
<td>100</td>
</tr>
<tr>
<td>JMLKK</td>
<td>21.4700</td>
<td>1.94082</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: SPSS Version.25

The results of the descriptive variables of the personal competencies (X) in the table of Descriptive Statistics explained that there are a number of cases (N) = 100 respondents fill out the question form with an average (mean) of 51.3800 and of the raw Byway (standard deviation) = 3.38678. Social competence and variable (Y) described the number of cases (N) = 30 with an average (mean) of 21.4700 and of the raw Byway (standard deviation) = 1.94082.

Table 4.10

Correlations

<table>
<thead>
<tr>
<th></th>
<th>JMLSP</th>
<th>JMLKK</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMLSP</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>.566**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>JMLKK</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>.566**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

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

Source: SPSS Version.25
In the table above are presented the results of the correlation coefficients of Pearson Product Moment between the service system variables (X) and consumer satisfaction variables (Y). The value obtained of 0.556 means there is a very strong relationship between a variable system of service and customer satisfaction.

Whereas when viewed from either side of the significance test (sig 2-tailed) value 0.000 obtained are then compared with probability 0.05, 0.05 probability turns out to be greater than the value of the probability of the sig or $[0.000 < 0.05]$, then the Ha received and H0 rejected, meaning significant where H0: no significant difference towards consumer satisfaction on the results of the application of the system of the Service of Shariah in Hotel Sofyan Cut Meutia Jakarta and Ha: there is a significant difference towards consumer satisfaction after apply the Sharia service system in Hotel Sofyan Cut Meutia Jakarta.

In addition to proving the hypothesis can also by comparing the value of r with r count table. Note the value $r$ count of 0.556 while rated $r$ table (95%) $(dk = n-2 = 100-2 = 98)$ such that $r = 0.1654$ table. Because $r$ count greater than $r$ table or $0.556 > 0.1654$, then it can be inferred that there is a significant relationship between a variable system of Sharia with variable service consumer satisfaction.
E. Research Result

4.1. Regression Test

Table 4.11

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMLKK</td>
<td>21.4700</td>
<td>1.94082</td>
<td>100</td>
</tr>
<tr>
<td>JMLSP</td>
<td>51.3800</td>
<td>3.38678</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: SPSS Version.25

Average data obtained from consumer satisfaction is 21.4700 with standard deviation 1.94082.

Average data obtained from system services is 51.3800 with standard deviation 3.38678

Table 4.12

<table>
<thead>
<tr>
<th></th>
<th>JMLKK</th>
<th>JMLSP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation JMLKK</td>
<td>1.000</td>
<td>.566</td>
</tr>
<tr>
<td>JMLSP</td>
<td>.566</td>
<td>1.000</td>
</tr>
<tr>
<td>Sig. (1-tailed) JMLKK</td>
<td>.</td>
<td>.000</td>
</tr>
<tr>
<td>JMLSP</td>
<td>.000</td>
<td>.</td>
</tr>
<tr>
<td>N</td>
<td>JMLKK</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>JMLSP</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: SPSS Version.25

The relationship between the variables of consumer satisfaction with the service system in the amount of 0.566. This figure shows a close relationship between consumer satisfaction with system services. A positive direction shows that consumer satisfaction is affected by services system.
Table 4.13

Variables Entered/Removed\textsuperscript{a}

<table>
<thead>
<tr>
<th>Model</th>
<th>Variables Entered</th>
<th>Variables Removed</th>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>JMLSP\textsuperscript{b}</td>
<td>.</td>
<td>Enter</td>
</tr>
</tbody>
</table>

\textsuperscript{a} Dependent Variable: JMLKK

\textsuperscript{b} All requested variables entered.

Source : SPSS Version.25

Table 4.14

Model Summary of Consumer Satisfaction\textsuperscript{b}

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>R Square Change</th>
<th>F Change</th>
<th>df1</th>
<th>df2</th>
<th>Sig. F Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.566\textsuperscript{a}</td>
<td>.320</td>
<td>.313</td>
<td>.60853</td>
<td>46.127</td>
<td>1</td>
<td>98</td>
<td>.000</td>
</tr>
</tbody>
</table>

\textsuperscript{a} Predictors: (Constant), JMLSP

\textsuperscript{b} Dependent Variable: JMLKK

The result of the above Model Summary table displayed value $R = 0.556$ and coefficient of Determination (R square) of 0.320. If viewed from a value of R-values obtained his 0.556, so the relationship between the system of service with consumer satisfaction is included in the category. Whereas if viewed from the value of the R square value obtained 0.320, this shows that consumer satisfaction ($Y$) of 32% is affected by system services ($X$), while the remaining 68% are influenced by other factors.

ANOVA of Consumer Satisfaction\textsuperscript{a}

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
</table>

\textsuperscript{a}
The results of the Anova test results obtained shown the values $F = 46.127$ probability level with sig. 0.000. Because the probability (0.000) smaller than 0.05, then regression model can be used to see the relationship service system with consumer satisfaction.

The result of the test Coefficients expressed the value of constants ($a$) = 4.813 and beta = 0.324 and price t count and significance level = 0.000. From the table above can also be obtained equations the calculations i.e. $Y = 0.324 \times 4.813 + x$. constants of 4.813 shows that if there are personal competencies (values $X = 0.324$) then $Y$ is magnitude 4.813.

The regression coefficients in the system of Service of 0.324 with positive sign which means that an increase in Service System of 1 degree will increase your customer satisfaction with great 0.324 (positive sign means a direct relationship). While the t-test was used to test the significance of the dependent variables and constants (variables
of satisfaction consumers) or arguably does a variable system of service really can predict consumer satisfaction. In the table to see that the constant value of their significance is $0.000 < 0.05$ so that $H_0$ is rejected which means that significant regression constants or system services have significant influence towards consumer satisfaction.

Table 4.15

<table>
<thead>
<tr>
<th>Case Number</th>
<th>Std. Residual</th>
<th>JMLKK</th>
<th>Predicted Value</th>
<th>Residual</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>-.619</td>
<td>21.00</td>
<td>21.9952</td>
<td>-.99519</td>
</tr>
<tr>
<td>2</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>3</td>
<td>1.414</td>
<td>22.00</td>
<td>19.7258</td>
<td>2.27416</td>
</tr>
<tr>
<td>4</td>
<td>-1.459</td>
<td>19.00</td>
<td>21.3468</td>
<td>-2.34681</td>
</tr>
<tr>
<td>5</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>6</td>
<td>.809</td>
<td>22.00</td>
<td>20.6984</td>
<td>1.30158</td>
</tr>
<tr>
<td>7</td>
<td>-1.274</td>
<td>18.00</td>
<td>20.0500</td>
<td>-2.05004</td>
</tr>
<tr>
<td>8</td>
<td>.222</td>
<td>23.00</td>
<td>22.6436</td>
<td>.35642</td>
</tr>
<tr>
<td>9</td>
<td>.440</td>
<td>24.00</td>
<td>23.2920</td>
<td>.70804</td>
</tr>
<tr>
<td>10</td>
<td>-.014</td>
<td>21.00</td>
<td>21.0226</td>
<td>-.02261</td>
</tr>
<tr>
<td>11</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-2.37423</td>
</tr>
<tr>
<td>12</td>
<td>-1.056</td>
<td>19.00</td>
<td>20.6984</td>
<td>-1.69842</td>
</tr>
<tr>
<td>13</td>
<td>.205</td>
<td>22.00</td>
<td>21.6710</td>
<td>.32900</td>
</tr>
<tr>
<td>14</td>
<td>.826</td>
<td>23.00</td>
<td>21.6710</td>
<td>1.32900</td>
</tr>
<tr>
<td>15</td>
<td>-1.039</td>
<td>20.00</td>
<td>21.6710</td>
<td>-1.67100</td>
</tr>
<tr>
<td>16</td>
<td>.826</td>
<td>23.00</td>
<td>21.6710</td>
<td>1.32900</td>
</tr>
<tr>
<td>17</td>
<td>2.271</td>
<td>25.00</td>
<td>21.3468</td>
<td>3.65319</td>
</tr>
<tr>
<td>18</td>
<td>.826</td>
<td>23.00</td>
<td>21.6710</td>
<td>1.32900</td>
</tr>
<tr>
<td>19</td>
<td>1.465</td>
<td>25.00</td>
<td>22.6436</td>
<td>2.35642</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>-----</td>
<td>-------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>20</td>
<td>.826</td>
<td>23.00</td>
<td>21.6710</td>
<td>1.32900</td>
</tr>
<tr>
<td>21</td>
<td>.372</td>
<td>20.00</td>
<td>19.4017</td>
<td>.59835</td>
</tr>
<tr>
<td>22</td>
<td>-1.845</td>
<td>20.00</td>
<td>22.9678</td>
<td>-2.96777</td>
</tr>
<tr>
<td>23</td>
<td>-.636</td>
<td>20.00</td>
<td>21.0226</td>
<td>-1.02261</td>
</tr>
<tr>
<td>24</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>25</td>
<td>.239</td>
<td>24.00</td>
<td>23.6162</td>
<td>.38385</td>
</tr>
<tr>
<td>26</td>
<td>-1.039</td>
<td>20.00</td>
<td>21.6710</td>
<td>-1.67100</td>
</tr>
<tr>
<td>27</td>
<td>-1.643</td>
<td>20.00</td>
<td>22.6436</td>
<td>-2.64358</td>
</tr>
<tr>
<td>28</td>
<td>2.070</td>
<td>25.00</td>
<td>21.6710</td>
<td>3.32900</td>
</tr>
<tr>
<td>29</td>
<td>1.465</td>
<td>25.00</td>
<td>22.6436</td>
<td>2.35642</td>
</tr>
<tr>
<td>30</td>
<td>-.400</td>
<td>22.00</td>
<td>22.6436</td>
<td>-.64358</td>
</tr>
<tr>
<td>31</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>32</td>
<td>.642</td>
<td>24.00</td>
<td>22.9678</td>
<td>1.03223</td>
</tr>
<tr>
<td>33</td>
<td>-2.047</td>
<td>20.00</td>
<td>23.2920</td>
<td>-3.29196</td>
</tr>
<tr>
<td>34</td>
<td>.423</td>
<td>23.00</td>
<td>22.3194</td>
<td>.68062</td>
</tr>
<tr>
<td>35</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>36</td>
<td>-1.643</td>
<td>20.00</td>
<td>22.6436</td>
<td>-2.64358</td>
</tr>
<tr>
<td>37</td>
<td>1.431</td>
<td>23.00</td>
<td>20.6984</td>
<td>2.30158</td>
</tr>
<tr>
<td>38</td>
<td>-1.039</td>
<td>20.00</td>
<td>21.6710</td>
<td>-1.67100</td>
</tr>
<tr>
<td>39</td>
<td>.457</td>
<td>25.00</td>
<td>24.2645</td>
<td>.73546</td>
</tr>
<tr>
<td>40</td>
<td>-1.039</td>
<td>20.00</td>
<td>21.6710</td>
<td>-1.67100</td>
</tr>
<tr>
<td>41</td>
<td>2.271</td>
<td>25.00</td>
<td>21.3468</td>
<td>3.65319</td>
</tr>
<tr>
<td>42</td>
<td>-1.039</td>
<td>20.00</td>
<td>21.6710</td>
<td>-1.67100</td>
</tr>
<tr>
<td>43</td>
<td>.659</td>
<td>25.00</td>
<td>23.9403</td>
<td>1.05965</td>
</tr>
<tr>
<td>44</td>
<td>1.448</td>
<td>24.00</td>
<td>21.6710</td>
<td>2.32900</td>
</tr>
<tr>
<td>45</td>
<td>-.216</td>
<td>21.00</td>
<td>21.3468</td>
<td>-.34681</td>
</tr>
<tr>
<td>46</td>
<td>.170</td>
<td>20.00</td>
<td>19.7258</td>
<td>.27416</td>
</tr>
<tr>
<td>47</td>
<td>1.263</td>
<td>25.00</td>
<td>22.9678</td>
<td>2.03223</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>-----</td>
<td>-----</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>48</td>
<td>-.199</td>
<td>22.00</td>
<td>22.3194</td>
<td>-.31938</td>
</tr>
<tr>
<td>49</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>50</td>
<td>.187</td>
<td>21.00</td>
<td>20.6984</td>
<td>.30158</td>
</tr>
<tr>
<td>51</td>
<td>-.014</td>
<td>21.00</td>
<td>21.0226</td>
<td>-.02261</td>
</tr>
<tr>
<td>52</td>
<td>-.434</td>
<td>20.00</td>
<td>20.6984</td>
<td>-.69842</td>
</tr>
<tr>
<td>53</td>
<td>-.434</td>
<td>20.00</td>
<td>20.6984</td>
<td>-.69842</td>
</tr>
<tr>
<td>54</td>
<td>-1.039</td>
<td>20.00</td>
<td>21.6710</td>
<td>-1.67100</td>
</tr>
<tr>
<td>55</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>56</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>57</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>58</td>
<td>-.837</td>
<td>20.00</td>
<td>21.3468</td>
<td>-1.34681</td>
</tr>
<tr>
<td>59</td>
<td>-.014</td>
<td>21.00</td>
<td>21.0226</td>
<td>-.02261</td>
</tr>
<tr>
<td>60</td>
<td>.406</td>
<td>22.00</td>
<td>21.3468</td>
<td>.65319</td>
</tr>
<tr>
<td>61</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>62</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>63</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>64</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>65</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>66</td>
<td>-.619</td>
<td>21.00</td>
<td>21.9952</td>
<td>-.99519</td>
</tr>
<tr>
<td>67</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>68</td>
<td>1.414</td>
<td>22.00</td>
<td>19.7258</td>
<td>2.27416</td>
</tr>
<tr>
<td>69</td>
<td>-1.459</td>
<td>19.00</td>
<td>21.3468</td>
<td>-2.34681</td>
</tr>
<tr>
<td>70</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>71</td>
<td>.809</td>
<td>22.00</td>
<td>20.6984</td>
<td>1.30158</td>
</tr>
<tr>
<td>72</td>
<td>-1.274</td>
<td>18.00</td>
<td>20.0500</td>
<td>-2.05004</td>
</tr>
<tr>
<td>73</td>
<td>.222</td>
<td>23.00</td>
<td>22.6436</td>
<td>.35642</td>
</tr>
<tr>
<td>74</td>
<td>.440</td>
<td>24.00</td>
<td>23.2920</td>
<td>.70804</td>
</tr>
<tr>
<td>75</td>
<td>-.014</td>
<td>21.00</td>
<td>21.0226</td>
<td>-.02261</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----</td>
<td>-------</td>
<td>-------</td>
<td>-------</td>
<td>--------</td>
</tr>
<tr>
<td>76</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>77</td>
<td>-1.056</td>
<td>19.00</td>
<td>20.6984</td>
<td>-1.69842</td>
</tr>
<tr>
<td>78</td>
<td>.205</td>
<td>22.00</td>
<td>21.6710</td>
<td>.32900</td>
</tr>
<tr>
<td>79</td>
<td>.826</td>
<td>23.00</td>
<td>21.6710</td>
<td>1.32900</td>
</tr>
<tr>
<td>80</td>
<td>-1.039</td>
<td>20.00</td>
<td>21.6710</td>
<td>-1.67100</td>
</tr>
<tr>
<td>81</td>
<td>.826</td>
<td>23.00</td>
<td>21.6710</td>
<td>1.32900</td>
</tr>
<tr>
<td>82</td>
<td>2.271</td>
<td>25.00</td>
<td>21.3468</td>
<td>3.65319</td>
</tr>
<tr>
<td>83</td>
<td>.826</td>
<td>23.00</td>
<td>21.6710</td>
<td>1.32900</td>
</tr>
<tr>
<td>84</td>
<td>1.465</td>
<td>25.00</td>
<td>22.6436</td>
<td>2.35642</td>
</tr>
<tr>
<td>85</td>
<td>.826</td>
<td>23.00</td>
<td>21.6710</td>
<td>1.32900</td>
</tr>
<tr>
<td>86</td>
<td>.372</td>
<td>20.00</td>
<td>19.4017</td>
<td>.59835</td>
</tr>
<tr>
<td>87</td>
<td>-1.845</td>
<td>20.00</td>
<td>22.9678</td>
<td>-2.96777</td>
</tr>
<tr>
<td>88</td>
<td>-.636</td>
<td>20.00</td>
<td>21.0226</td>
<td>-1.02261</td>
</tr>
<tr>
<td>89</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>90</td>
<td>.239</td>
<td>24.00</td>
<td>23.6162</td>
<td>.38385</td>
</tr>
<tr>
<td>91</td>
<td>-1.039</td>
<td>20.00</td>
<td>21.6710</td>
<td>-1.67100</td>
</tr>
<tr>
<td>92</td>
<td>-1.643</td>
<td>20.00</td>
<td>22.6436</td>
<td>-2.64358</td>
</tr>
<tr>
<td>93</td>
<td>2.070</td>
<td>25.00</td>
<td>21.6710</td>
<td>3.32900</td>
</tr>
<tr>
<td>94</td>
<td>1.465</td>
<td>25.00</td>
<td>22.6436</td>
<td>2.35642</td>
</tr>
<tr>
<td>95</td>
<td>-.400</td>
<td>22.00</td>
<td>22.6436</td>
<td>-.64358</td>
</tr>
<tr>
<td>96</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
<tr>
<td>97</td>
<td>.642</td>
<td>24.00</td>
<td>22.9678</td>
<td>1.03223</td>
</tr>
<tr>
<td>98</td>
<td>-2.047</td>
<td>20.00</td>
<td>23.2920</td>
<td>-3.29196</td>
</tr>
<tr>
<td>99</td>
<td>.423</td>
<td>23.00</td>
<td>22.3194</td>
<td>.68062</td>
</tr>
<tr>
<td>100</td>
<td>-.233</td>
<td>20.00</td>
<td>20.3742</td>
<td>-.37423</td>
</tr>
</tbody>
</table>

a. Dependent Variable: JMLKK

**Source : SPSS Version.25**

Casewise Diagnostics shows the approximate results from the regression equation.
### Table 4.16
**Residuals Statistics of Consumer Satisfaction**

<table>
<thead>
<tr>
<th></th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predicted Value</td>
<td>19.4017</td>
<td>24.2645</td>
<td>21.4700</td>
<td>1.09797</td>
<td>100</td>
</tr>
<tr>
<td>Std. Predicted Value</td>
<td>-1.884</td>
<td>2.545</td>
<td>.000</td>
<td>1.000</td>
<td>100</td>
</tr>
<tr>
<td>Standard Error of</td>
<td>.162</td>
<td>.442</td>
<td>.220</td>
<td>.059</td>
<td>100</td>
</tr>
<tr>
<td>Predicted Value</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adjusted Predicted</td>
<td>19.3729</td>
<td>24.2045</td>
<td>21.4701</td>
<td>1.09930</td>
<td>100</td>
</tr>
<tr>
<td>Value</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residual</td>
<td>-3.29196</td>
<td>3.65319</td>
<td>.00000</td>
<td>1.60038</td>
<td>100</td>
</tr>
<tr>
<td>Std. Residual</td>
<td>-2.047</td>
<td>2.271</td>
<td>.000</td>
<td>.995</td>
<td>100</td>
</tr>
<tr>
<td>Stud. Residual</td>
<td>-2.086</td>
<td>2.283</td>
<td>.000</td>
<td>1.005</td>
<td>100</td>
</tr>
<tr>
<td>Deleted Residual</td>
<td>-3.42134</td>
<td>3.69057</td>
<td>-.00010</td>
<td>1.63164</td>
<td>100</td>
</tr>
<tr>
<td>Stud. Deleted</td>
<td>-2.123</td>
<td>2.334</td>
<td>.001</td>
<td>1.014</td>
<td>100</td>
</tr>
<tr>
<td>Residual</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mahal. Distance</td>
<td>.013</td>
<td>6.478</td>
<td>.990</td>
<td>1.167</td>
<td>100</td>
</tr>
<tr>
<td>Cook’s Distance</td>
<td>.000</td>
<td>.086</td>
<td>.010</td>
<td>.016</td>
<td>100</td>
</tr>
<tr>
<td>Centered Leverage</td>
<td>.000</td>
<td>.065</td>
<td>.010</td>
<td>.012</td>
<td>100</td>
</tr>
</tbody>
</table>

*a. Dependent Variable: JMLKK*

***Source: SPSS Version.25***

Table describing the minimum value of the Residuals Statistics and the maximum value for a variable that predicted.
Table 4.17
Graph Of Standarized Residual Consumer Satisfaction

On the picture above to see that points are around a straight line. This shows that normal data so data normality is fulfilled. While the picture below shows the relationship between satisfaction variable (the value predictable) and Regression Studentized Deleted.

Source: SPSS Version.25
The shape of the graph is produced, then the graph of the Scatter Diagram above stated has a significant relationship. It can be concluded that the influential good service to consumer satisfaction.

Source: SPSS Version.25
The shape of the graph is produced, then the graph of the Scatter Diagram above stated to have a positive relationship (Positive correlation), meaning the better Service then the higher levels of consumer satisfaction. So if you want to continue to maintain customer satisfaction, then it is always improving and evaluating services system of hotel.

4.2. Hypothesis Test

One-Sample Statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMLSP</td>
<td>100</td>
<td>51.3800</td>
<td>3.38678</td>
<td>.33868</td>
</tr>
<tr>
<td>JMLKK</td>
<td>100</td>
<td>21.4700</td>
<td>1.94082</td>
<td>.19408</td>
</tr>
</tbody>
</table>

Source : SPSS Version.25
SPSS analysis results with manual calculation, where is the value of mean stated average sample $X = 51.3800$ with standard error $Sx = 0.33868$. The value $t$ calculate = 151.707 value of $p (t) = 0.000$ and CI Difference of $50.7080 \leq D \leq 52.0520$.

| Source : SPSS Version.25 |

<table>
<thead>
<tr>
<th></th>
<th>t</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
<th>Mean Difference</th>
<th>95% Confidence Interval of the Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMLSP</td>
<td>151.707</td>
<td>99</td>
<td>.000</td>
<td>51.38000</td>
<td>50.7080 – 52.0520</td>
</tr>
</tbody>
</table>
From the image above, note that the value of the sig (t two tail) is the value of probability. If the value is sig > α then the Ho rejected and Ha accepted. Conversely, if sig ≤ α then the Ho accepted and Ha rejected.

Because the value of p (t) is smaller than α (0.05) then it is the value of the region reject Ho. Thus, Ho rejected and Ha accepted. Or it can be concluded that the 95% confidence level in the service system to influence consumer satisfaction.

F. Discussion

After researchers conduct correlation analysis using SPSS program, the correlation coefficient will be obtained and also the value of significance. To find out the direction of the relationship (positive relationship/proportional or inversely proportional/negative relationship), we can see signs on the coefficients of correlation, namely positive or negative, if positive means positive relationships, This means that if the variable high-free, then the variable terikatnya is also good/high, and instead if the mark negative then the relationship are both negative. Based on the results of the research of hypothesis test data that has been presented above, then conducted the deliberations of the research results. The discussion of results which are as follows:

1. The Influence of Sharia Service System againsts Consumer Satisfaction

Physical Evidence, Reliability, Responsiveness, Warranty, and Empathy that is given in the service of the hotel was very influential in determining customer satisfaction. Consumer satisfaction is a benchmark whether the services is good or not that have been given/provided to the consumers. Consumer satisfaction at first relies on the perception and expectations of the consumers. When consumer expectations or exceed expectations then the consumer was supposed to feel satisfaction but if below expectations or the expectations thus tend to be disappointed. But viewed from
the results of the test statistic is done to see that the constant value of their significance is 0.000 (0.000 < 0.05). Therefore the hypothesis proposed is accepted. This means that there are significant effects against consumer satisfaction after applying the Sharia service system in Hotel Sofyan Cut Meutia Jakarta.

See the results of the value $R = 0.556$ and coefficient of Determination ($R^2$) of 0.320. If viewed from the value of value $R$ is 0.556. Because $r$ count greater than $r$ table or $0.556 > 0.1654$ so the relationship between the system of service with consumer satisfaction is included in the category. Whereas if viewed from the value of the $R^2$ value gets 0.320, this shows that consumer satisfaction ($Y$) of 32% is affected by system services ($X$), while the remaining 68% are influenced by other factors.

The results in this study showed a significant influence from the service system of sharia applied by Hotel Sofyan Cut Meutia to guest/consumer service who stay at the Hotel. It can be seen from the results of the test statistic or the result of the value $R$ that come from 100 respondents with a detailed questionnaire distributed to prove it.

2. **Review Hotel Sofyan Cut Meutia Services from E-Commerce**

In addition to Seeing the results of testing questionnaire that has been distributed to guests/consumer of hotel, researchers also adds reviews of guests/consumer Hotel Sofyan Cut Meutia taken several Reviews from E-Commerce Official Website (Pegipegi, TripAdvisor, and Traveloka), researchers can conclude the Hotel Services from Hotel Sofyan Cut Meutia has given satisfaction to our guests/customers. clarify and simplify the conclusion an overview assessment to be taken, then made reference to the following value range:
Table 4.18

<table>
<thead>
<tr>
<th>No</th>
<th>Value Range</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.1 – 2.0 (0 – 1)</td>
<td>Very Disappointed</td>
</tr>
<tr>
<td>2</td>
<td>2.1 – 4.0 (1.5 – 2)</td>
<td>Disappointed</td>
</tr>
<tr>
<td>3</td>
<td>4.1 – 6.0 (2.5 – 3)</td>
<td>Normal/Neutral</td>
</tr>
<tr>
<td>4</td>
<td>6.1 – 8.0 (3.5 – 4)</td>
<td>Satisfy</td>
</tr>
<tr>
<td>5</td>
<td>8.1 – 10.0 (4.5 – 5)</td>
<td>Very Satisfy</td>
</tr>
</tbody>
</table>

Source: Process by Researcher

The first review we will see is from pegipegi.com, the average value for Hotel Sofyan Cut Meutia is 8.4 for overall value, then clarified the Division of its value with the details as follows:

Table 4.19

<table>
<thead>
<tr>
<th>No</th>
<th>Factor</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Comfort</td>
<td>8.2</td>
</tr>
<tr>
<td>2</td>
<td>Hygiene</td>
<td>8.2</td>
</tr>
<tr>
<td>3</td>
<td>Service</td>
<td>8.6</td>
</tr>
<tr>
<td>4</td>
<td>Location</td>
<td>8.8</td>
</tr>
<tr>
<td>5</td>
<td>Price</td>
<td>8.2</td>
</tr>
</tbody>
</table>

Overall Average | 8.4   |

Source: Pegi-pogi.Com

From the above data can be deduced Hotel Sofyan has been satisfying its customers, or in accordance with expectations, this is because the factors
affecting customer satisfaction reaches above number 8 so that from a review conducted by the consumer direct via Traveloka.com declared hotel sofyan service is satisfying. With the location as the highest value of any other factor namely 8.8.

The second review we will see next is from traveloka.com, the average value for Hotel Sofyan Cut Meutia is 8.5 for overall value, then clarified the Division of its value with the details as follows:

<table>
<thead>
<tr>
<th>No</th>
<th>Factor</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Comfort</td>
<td>8.38</td>
</tr>
<tr>
<td>2</td>
<td>Hygiene</td>
<td>8.37</td>
</tr>
<tr>
<td>3</td>
<td>Service</td>
<td>8.49</td>
</tr>
<tr>
<td>4</td>
<td>Location</td>
<td>8.9</td>
</tr>
<tr>
<td>5</td>
<td>Food</td>
<td>8.07</td>
</tr>
<tr>
<td></td>
<td>Overall Average</td>
<td>8.5</td>
</tr>
</tbody>
</table>

Source : Traveloka.Com

From the above data can be deduced Hotel Sofyan has been satisfying its customers, or in accordance with expectations, this is because the factors affecting customer satisfaction reaches above number 8 so that from a review conducted by the consumer direct via pegipegi.com declared hotel sofyan service is satisfying. With the location as the highest value of any other factor namely 8.9.

The third review we will see next is from tripadvisor.com, the average value for Hotel Sofyan Cut Meutia is 3.5 for overall value, then clarified the Division of its value with the details as follows:
### Table 4.21

<table>
<thead>
<tr>
<th>No</th>
<th>Factor</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Room</td>
<td>3.5</td>
</tr>
<tr>
<td>2</td>
<td>Hygiene</td>
<td>3.5</td>
</tr>
<tr>
<td>3</td>
<td>Service</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Location</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Price</td>
<td>3.5</td>
</tr>
<tr>
<td></td>
<td>Overall Value</td>
<td>3.5</td>
</tr>
</tbody>
</table>

*Source: Tripadvisor.Com*

From the above data can be deduced Hotel Sofyan has been satisfying its customers, or in accordance with expectations, this is because the factors affecting customer satisfaction reaches above number 3.5 so that from a review conducted by the consumer direct via Tripadvisor.com declared hotel sofyan service is satisfying. With the location as the highest value of any other factor namely 4.
3. The Following Short Reviews from Hotel Sofyan Consumers

**Figur 4.4**

<table>
<thead>
<tr>
<th>HOTEL</th>
<th>PETA</th>
<th>ULASAN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>The real hotel syariah</strong>&lt;br&gt;Rinaldy / Perjalanan bersama Anak&lt;br&gt;Hotel yg nyaman dng pelayanan yg ramah, yg terpenting lokasi nya dkt dng mesjid hingga memudahkan utk sholat berjamaah</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Great Hotel</strong>&lt;br&gt;i putu danny hadi kusuma / Perjalanan Bisnis&lt;br&gt;Keren hotelnya..lokasi juga strategis..deket masjid..di dalam kamar ada sajadah dan Al Quran Juga..</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Nyaman untuk sendiri dan keluarga</strong>&lt;br&gt;Gilang L / Perjalanan untuk satu orang&lt;br&gt;Tempat bersih dan staff sangat ramah..cocok untuk menginap bersama keluarga.</td>
</tr>
</tbody>
</table>

**Source**: Pegi-pegi.com

Based on Reviews from pegipegi.com, hotel Sofyan has provided friendly service and well so guests/consumer hotel Sofyan expressed their satisfaction. Beside satisfied with the provided service, a strategic location close to the mosque becomes a factor from other satisfaction.
Further reviews are taken from Pegipegi.com, most consumers, stating that hotel Sofyan is a comfortable place to stay and a convenient location making it easy access to go elsewhere. In addition the breakfast menu that is provided by hotel Sofyan varied and tasty, not to forget the friendly and good service have been provided by the hotel Sofyan.

Source: Pegi-peg.com
The second reviews are taken from Traveloka.com, some consumers declaring all is well from the friendliness of the employees there as well as the provided facilities, although some need to be improved from a few existing facilities. Friendly service from security guards, receptionist, room cleaners and others too have been perceived by the guest/consumer who stay at hotel Sofyan Cut Meutia.

Source: Traveloka.Com
Halal & Cozy hotel

this is hotel with moslem syariah.. clean and cozy, very hospitality, centre of jakarta. The food is very nice and halal. with excelent services from the staf.. great hotel and very recomended! with very cheap price.

Source: TripAdvisor.Com

The third reviews from TripAdvisor.com, the first consumer stated hotel Sofyan is a nuanced hotel of sharia, clean, comfortable, very friendly and situated in the center of Jakarta. In addition the food provided is excellent and halal as well as services provided very good all of the employees. So this hotel is highly recommended with the price is cheap for the area of Jakarta.
Further reviews are taken from tripadvisor.com, the second consumer states that hotel Sofyan has provided a clean and comfortable place to stay with a low price, close to the station, the great mosque and is in the midst of the city.

Based on the results of short reviews above it can be concluded that the service is friendly, the facilities are quite, and the strategic location of hotel Sofyan Cut Meutia has fulfilled the expectations of the consumer/guest who stay, even they would recommend hotel Sofyan to family, friends or their relatives. Proved the service gives significant influence to satisfaction though factor affecting not only from the service.
CHAPTER V
CLOSING

A. Conclusion

This research was done to 100 respondent at the Cut Meutia Hoteel Sofyan. The data collected are then processed for analysis. From the analysis results and discussion writers can draw conclusions based on the identification of problems in this study to provide a general overview about the influence of Islamic service system against consumer satisfaction. As for the conclusion is as follows:

1. Service system produced by Hotel Sofyan Cut Meutia Jakarta already assessed by the respondent, as seen in terms of indicator/dimensions of service, i.e. physical evidence, reliability, responsiveness, assurance and empathy. It is apparent from that obtained from questionnaire questionnaire with 100 respondents collected where all the elements of the elements of the Sharia service system in Hotel Sofyan Cut Meutia Jakarta has a good average value i.e. amounting to 4.3. The average value of most elements exist in the physical evidence (Web access) with satisfactory service i.e. indicator of 4.5. We can also see some reviews from consumers Hotel Sofyan Cut Meutia culled from some of the Official E-Commerce for Hotel reservations and other against services system Hotel Sofyan Cut Meutia. Seen from the commentaries that are taken that could be said of the Hotel Sofyan service system Cut Meutia already meet the expectations of its consumers even though there are some that need to be improved.

2. Generally the level of satisfaction in the Hotel Sofyan Cut Meutia Jakarta already feel satisfied, judging from the overall average value of the variable Satisfaction obtained amounted to 4.3. Services provided by Hotel Sofyan Cut Meutia have largely managed to
deliver the best, therefore need to be maintained and improved. Sharia service system in Hotel Sofyan Cut Meutia Jakarta affecting consumer satisfaction is 32%. While the rest of 68% is affected by other factors that are not observed in this study.

B. Suggestion

After the process, analyze, and interpret data that has been collected, the author tried to put forth some suggestions for Hotel Sofyan Cut Meutia Jakarta in an effort to improve the service system is expected to create levels of satisfaction Higher consumer again, including:

1. Hotel Sofyan Cut Meutia Jakarta need to survey regularly and continuously to find out the level of satisfaction of the consumers who stay and to know the change of consumer complaints and wishes so that changes to the desires of consumers and complaints can be anticipated with fast which makes consumers always satisfied and not disappointed so will always choose Hotel Sofyan Cut Meutia as the premier choice for overnight stay.

2. The Hotel Sofyan Cut Meutia Jakarta can do the survey against the system service existing of other hotels there are particular in the area of Jakarta or outside Jakarta that apply the Sharia system as the foundation of his hotel services.

3. For further research that uses the same theme are expected to add a new variable or use an existing other than in this study. So that the results obtained can support each other and strengthen
Koran Republika, 4 November 2017, Teguh Firmansyah


Jabir Al-Jazairi, Abu Bakar, 2000. *Ensiklopedi Muslim Minhajul Muslim*, (Jakarta: Darul Falah,).

Keputusan Menteri Pariwisata & Telekomunikasi No. KM 94/HK.103/MPPT-87.

Peraturan Menteri Pariwisata dan Ekonomi Kreatif Nomor 2 tahun 2014.


Tri Siwi Kristiyanti, Celina, 2009. *Hukum Perlindungan Konsumen*, Sinar
Grafika, Jakarta.


APPENDIX

KUESIONER PENGARUH SISTEM PELAYANAN SYARIAH TERHADAP KEPUASAN KONSUMEN DI HOTEL SOFYAN CUT MEUTIA JAKARTA

(Studi Pada Hotel Sofyan Cut Meutia Menteng)

Responden Yang Terhormat,

Dalam rangka penyusunan skripsi yang menjadi salah satu syarat untuk menyelesaikan Program Sarjana (S1) pada Universitas Darussalam Gontor (UNIDA) Ponorogo, maka saya mohon kesediaan Saudara untuk menjawab beberapa pertanyaan pada kuesioner berikut ini.

Kuesioner ini bertujuan untuk mendapatkan informasi mengenai faktor – faktor yang mempengaruhi keputusan anda menginap di hotel Sofyan Cut Meutia Jakarta, terutama yang berkaitan dengan kualitas pelayanan dan fasilitas. Identitas jawaban Saudara akan saya jaga kerahasiaannya sesuai dengan kode etik penelitian.

Saya ucapkan terimakasih atas kesediaan Saudara dalam meluangkan waktu untuk mengisi kuesioner ini.

Hormat Saya,

Ahmad Abdurrafi’i
IDENTITAS RESPONDEN

1. No. Kuesioner : ...................... (diisi petugas)

2. Nama : ......................

3. Jenis Kelamin : ......................
   a. Laki – laki
   b. Perempuan

4. Usia :
   a. 15 – 20 tahun
   b. 21 – 30 tahun
   c. 31 – 40 tahun
   d. > 40 tahun

5. Pekerjaan :
   a. Pelajar/Mahasiswa
   b. Pegawai Swasta
   c. PNS
   d. TNI/POLRI
   e. Lainnya......

Petunjuk Pengisian :
1. Jawablah masing-masing pernyataan di bawah ini sesuai dengan penilaian Saudara mengenai “Pengaruh Sistem Pelayanan Syariah terhadap Kepuasan Konsumen di Hotel Sofyan Cut Meutia Jakarta”
2. Pilihlah salah satu jawaban dari kelima alternatif jawaban yang sesuai dengan cara memberikan tanda centang ( √ ) pada salah satu kolom pada jawaban yang tersedia dan berilah alasan dari jawaban yang Saudara pilih.
3. Keterangan jawaban sebagai berikut:
SB : Sangat Baik.
B : Baik.
KB : Kurang Baik.
TB : Tidak Baik.
STB : Sangat Tidak Baik

1. Sistem Pelayanan

<table>
<thead>
<tr>
<th>Pernyataan</th>
<th>SB</th>
<th>B</th>
<th>KB</th>
<th>TB</th>
<th>STB</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Kebersihan dan kerapian berpakaian karyawan telah sesuai harapan.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Karyawan hotel Sofyan Cut Meutia Jakarta ramah saat melayani pelanggan.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Receptionist Melakukan seleksi terhadap tamu yang datang berpasangan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Karyawan Memberikan informasi tentang Masjid terdekat serta Jadwal Sholat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Kondisi rancangan ruangan yang nyaman dan tepat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Kondisi fasilitas masih layak pakai dan kelengkapan fasilitas mendukung</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Alasan :
<table>
<thead>
<tr>
<th>No</th>
<th>Alasan</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td><strong>Warna ruangan meningkatkan efisiensi, menimbulkan kesan rileks, serta mengurangi tingkat kecelakaan.</strong></td>
</tr>
<tr>
<td>8</td>
<td><strong>Tata visual ruangan mampu menyampaikan pesan – pesan secara grafis dan Tata cahaya mampu mendukung pelaksanaan aktivitas pelanggan.</strong></td>
</tr>
<tr>
<td>9</td>
<td><strong>Peralatan Ibadah tersedia di dalam Kamar seperti (Sajadah, Al-quran, dll)</strong></td>
</tr>
<tr>
<td>10</td>
<td><strong>Tersedia penyekat antara urinoir satu dengan urinoir yang lain untuk menjaga pandangan di kamar mandi tamu</strong></td>
</tr>
<tr>
<td>11</td>
<td><strong>Tidak tersedia akses untuk pornografi dan tindakan asusila dalam bentuk apapun</strong></td>
</tr>
<tr>
<td>12</td>
<td><strong>Public bar Tidak Menyediakan minuman beralkohol</strong></td>
</tr>
</tbody>
</table>
Nomor : 146/B-a/C/FEM-UNIDA/I/1440
Lampiran : -
Hal : Mohon Izin Penelitian

Kepada yang terhormat,
HRD. Hotel Sofyan Cut Meutia
di-
Tempat

Bismillahirrahmanirrahim,
Assalamu 'alaikum Warahmatullahi Warahmatuhu.

Dalam rangka memenuhi tugas akhir di Fakultas Ekonomi dan Manajemen Program Studi Ekonomi Islam Universitas Darussalam Gontor, kami menghargai kekualitasan Bapak untuk menberikan izin dan bantuan kepada mahasiswa kami yang tersebut di bawah ini, untuk mengadakan penelitian di tempat yang Bapak kelola. Mahasiswa tersebut adalah:

Nama : Ahmad Abdurrahman
Fakultas/ Semester : Ekonomi dan Manajemen/ IX
Jurusan : Ekonomi Islam
NIM : 35.2105.4.1.0652
Jadul Penelitian :

“Pengaruh Sistem Pelayanan Syariah Terhadap Kepuasan Konsumen Di Hotel Sofyan Cut Meutia”

Demikian surat ini kami sampaikan, atas perhatian dan bantuan yang kami haturkan banyak terima kasih.

Wassalamu ‘alaikum Warahmatullahi Warahmatuhu.

Ketua Program Studi
Ekonomi Islam,

Rovyan Randhani Djayusman, M.A
NI.Y. 080219

The Fountain of Wisdom Economics
Head Office: Main Campus, University of Darussalam Gontor, Jl. Raya Simas Km. 5, Siman, Ponorogo, East Java, 63471
Phone: (+62)382)36932666, (+62)352)357462 Fax: (+62)352)488382
Website: http://fem.unida-gontor.ac.id, Email: fem@unida-gontor.ac.id, femuniridagontor@gmail.com
SURAT KETERANGAN

No : 052/HRD/SHC/PN/2018

Yang bertanda tangan di bawah ini, Manajemen PT. SOFYAN HOTELS m.k.
Jl. Cumeultiah No.9 Menteng / Jakarta Pusat, dengan ini menerangkan bahwa
nama tersebut dibawah ini :

Nama : Ahmad Akbarafi’i
NIM : 35.2014.4.1.0652
Kampus : Universitas Darussalam Gontor
Fakultas : Ekonomi & Manajemen

Adalah benar telah mengadakan penukian untuk penyusunan skripsinya di PT
Sofyan Hotel dari tanggal 3 s/d 12 September 2018.

Surat Keterangan ini dipergunakan sebagai salah satu persyaratan
kepengkapan penyusunan skripsi.

Demikian surat keterangan kami buat agar yang berkomenting menjadi maklum.

Jakarta, 13 September 2018

PT. SOFYAN HOTELS m.k.

[Signature]

[Name]
HR Bkd Diklat
<table>
<thead>
<tr>
<th>ZONE</th>
<th>AMOUNT</th>
<th>MTD</th>
<th>YTD</th>
<th>LAST YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>428</td>
<td>1,625</td>
<td>405</td>
<td>3,275</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FUNCTION</th>
<th>ACTUAL</th>
<th>BUDGET</th>
<th>VARIANCE</th>
<th>MTD</th>
<th>YTD</th>
<th>LAST YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXECUTIVE</td>
<td>2,050</td>
<td>2,100</td>
<td>-50</td>
<td>7,050</td>
<td>7,050</td>
<td>7,050</td>
</tr>
<tr>
<td>T&amp;C</td>
<td>3,500</td>
<td>3,500</td>
<td>0</td>
<td>11,500</td>
<td>11,500</td>
<td>11,500</td>
</tr>
<tr>
<td>CATERING</td>
<td>5,000</td>
<td>5,000</td>
<td>0</td>
<td>15,000</td>
<td>15,000</td>
<td>15,000</td>
</tr>
<tr>
<td>GENERAL</td>
<td>10,000</td>
<td>10,000</td>
<td>0</td>
<td>30,000</td>
<td>30,000</td>
<td>30,000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>20,000</td>
<td>20,000</td>
<td>0</td>
<td>60,500</td>
<td>60,500</td>
<td>60,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROJECTS</th>
<th>ACTUAL</th>
<th>BUDGET</th>
<th>VARIANCE</th>
<th>MTD</th>
<th>YTD</th>
<th>LAST YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL PROJECTS</td>
<td>40</td>
<td>40</td>
<td>0</td>
<td>120</td>
<td>120</td>
<td>120</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TRANSACTION</th>
<th>ACTUAL</th>
<th>BUDGET</th>
<th>VARIANCE</th>
<th>MTD</th>
<th>YTD</th>
<th>LAST YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>40</td>
<td>40</td>
<td>0</td>
<td>120</td>
<td>120</td>
<td>120</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DETAILS</th>
<th>ACTUAL</th>
<th>BUDGET</th>
<th>VARIANCE</th>
<th>MTD</th>
<th>YTD</th>
<th>LAST YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>40</td>
<td>40</td>
<td>0</td>
<td>120</td>
<td>120</td>
<td>120</td>
</tr>
</tbody>
</table>