

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Problem

Broadly speaking, Indonesia is one of the countries that is trending to improve its sharia business, starting from food, and ready-to-eat beverages to all lodging services that are now sharia concepts are often found in the Solo area and its surroundings.<sup>1</sup> The significant growth in demand for accommodation by sharia principles has led to an increase in the number of sharia hotels in various parts of the world. This phenomenon not only reflects a shift in consumer behaviour towards preferences that are more in line with religious values but also marks the importance of understanding the factors that affect consumer interest in Sharia hotels. Thus, the halal industry must not contain elements that are contrary to Islamic law and must meet halal requirements.<sup>2</sup>

Hotels are one of the facilities in the tourism sector with the type of business engaged in the service sector, especially in the field of accommodation which uses part or all of the building to provide services, lodging, food and beverages, and other services. Market Segmentation is guests who come for rest or business business. Therefore, a clean, comfortable, and safe place is something that is consumers very much needs From this, it is emphasized that the hotel must realize maximum service to each of its consumers.<sup>3</sup>

In this case, consumers have the right to comfort, security, correct and honest information. So in the hospitality business, the satisfaction of consumers or guests who stay is very important. Because this serves to determine how successful the business is. Consumers if they are not satisfied will not return to using the hotel services, especially with the development of hotel services today and presenting

---

<sup>1</sup> Journal of Tourism, "Journal of Tourism, Hospitality & Culinary Arts Vol. 7 Edition 2," *Journal of Tourism, Hospitality & Culinary Arts* 7, no. 02 Edition 02 (2015): P.2.

<sup>2</sup> Ilham Mashuri, "Implementation of Sharia Compliance in The Halal Tourism Industry In Indonesia (A Study On Sharia Hotels And Beaches)," *Prophetic Law Review* 2, no. 2 (2020): 2, <https://doi.org/10.20885/plr.vol2.iss2.art5>.

<sup>3</sup> Ilham Mashuri, "Implementation of Sharia Compliance...", "P.20

various characteristics that are different to attract consumers to use the hotel as a place to stay with the desires and tastes of consumers.

Hotels contribute to the country's economy<sup>4</sup>, and it turns out that the growth of the tourism industry in the Solo Area and its surroundings has increased the number of hotels in Indonesia. As described in the following data:

**Figure 1.1**

**Percentage of data based on the number of businesses in the hotel business in Indonesia (in annual figures)**

Lampiran 1. Banyaknya Usaha pada Usaha Hotel Bintang dan Akomodasi Lainnya menurut Provinsi, 2019-2023/ Number of Classified Hotels and Other Accommodation Establishments by Province, 2019-2023

Provinsi / Province	Tahun				
	2019	2020	2021	2022	2023
01. Aceh	451	481	506	548	549
02. Sumatera Utara	1.191	1.452	1.412	1.352	1.483
03. Sumatera Barat	700	889	842	869	946
04. Riau	503	506	477	525	520
05. Jambi	225	235	236	216	217
06. Sumatera Selatan	447	478	487	567	568
07. Bengkulu	186	233	222	246	248
08. Lampung	310	411	363	430	439
09. Kep. Bangka Belitung	176	196	183	198	200
10. Kepulauan Riau	453	462	397	354	368
11. DKI Jakarta	991	929	894	872	876
12. Jawa Barat	3.191	3.145	3.088	3.103	3.119
13. Jawa Tengah	2.036	2.086	2.003	1.986	2.019
14. DI. Yogyakarta	1.817	1.948	1.696	1.810	1.820
15. Jawa Timur	4.122	4.293	4.315	4.782	4.783
16. Banten	490	534	453	458	458
17. Bali	4.419	4.784	3.345	3.074	3.095
18. Nusa Tenggara Barat	1.055	1.060	603	880	892
19. Nusa Tenggara Timur	829	825	487	603	612
20. Kalimantan Barat	493	524	588	552	589
21. Kalimantan Tengah	490	518	495	509	514
22. Kalimantan Selatan	406	470	440	491	491
23. Kalimantan Timur	706	670	608	628	629
24. Kalimantan Utara	140	143	143	138	148
25. Sulawesi Utara	310	339	290	266	266
26. Sulawesi Tengah	599	668	664	611	613
27. Sulawesi Selatan	954	1.033	1.000	986	993
28. Sulawesi Tenggara	470	527	483	466	467
29. Gorontalo	473	137	125	134	135
30. Sulawesi Barat	152	172	143	163	163
31. Maluku	243	162	360	355	386
32. Maluku Utara	267	278	289	317	318
33. Papua Barat	238	238	238	228	229
34. Papua	265	260	277	269	270
<b>Indonesia</b>	<b>29.243</b>	<b>30.923</b>	<b>27.607</b>	<b>28.800</b>	<b>29.005</b>

Catatan: Angka pada tahun 2022 adalah angka revisi

Source : <https://www.bps.go.id>

(Access On October 20, 2024 at 14.00)

Based on data on the number of Accommodation businesses<sup>5</sup> above, Central Java Province in 2023 is ranked 4th out of 34 provinces in Indonesia. From this data, as the population of new hotels that are opened increases, it will also increase

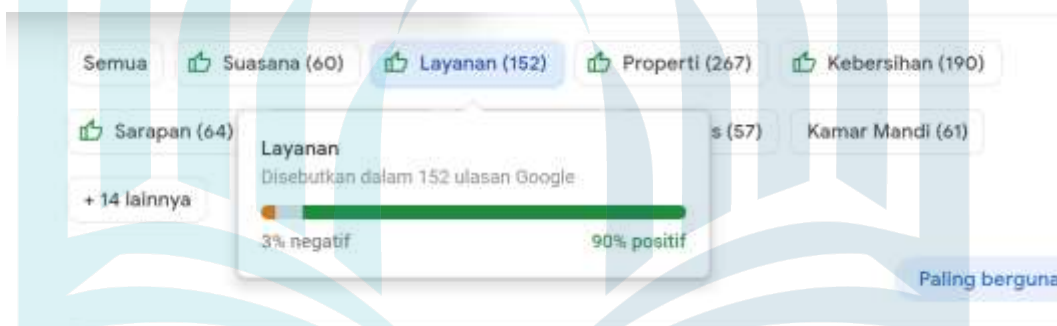
<sup>4</sup> Ahmad Pitra, Nishalini A P Mahendran, and Azila Azmi, "Hotel Sesuai Syariah: Mengidentifikasi Kualitas Pelayanannya Pada Pelanggan Muslim," *Edu SAGE Network*, no. Icett (2018),P.04.

<sup>5</sup> Katalog/Catalogue:8403002, *Statistik Hotel dan Akomodasi Lainnya di Indonesia*, Vol.39, 2023

along with tourist visits and demand for the services needed. The provision of accommodation in terms of halal tourism is very worthy of attention. In this case, the quality of service in the hospitality industry is a very important factor in business success. Of course, if the hotel population increases, consumer interest will also increase. However, in today's era, it is very reversed, the community is more tend to choose conventional hotels even though in terms of prices they are the same and there is only a slight difference. In terms of guaranteeing and maintaining the quality expected by consumers today, we need to distinguish two aspects, namely the quality of design and the quality of conformity with the design.<sup>6</sup>

**Figure 1.2**

**Reviews in terms of service quality in Multazam Hotel Syariah**



Source: <https://www.google.com/search?q=ulasan+multazam+hotel+solo>

(Access On October 20, 2024 at 14.00)

Based on reviews<sup>7</sup> which is given by several consumers regarding the accuracy and efficiency of the service and how well the hotel provides service, has been realized in Multazam Hotel Syariah Hotel Solo. Not only that, Service Personalization is also needed where the ability of a hotel to provide services that are tailored to the needs and preferences of individual guests. With this, it will be a

<sup>6</sup> Pitra Ahmad Pitra, Nishalini A P Mahendran, and Azila Azmi, "Hotel Sesuai Syariah : Mengidentifikasi Kualitas Pelayanannya Pada Pelanggan Muslim," *Edu SAGE Network*, no. Icett (2018), P.03.

<sup>7</sup>[https://www.google.co.id/travel/hotels/entity/CgoI1b3tOj05YkEAE/reviews?utm\\_campaign=sharing&utm\\_medium=link&utm\\_source=htls&ts=CAEaIAoCGgASGhIUCgcI6A8QARgbEgcI6A8QARgcGAEyAhAAKgOKABoA](https://www.google.co.id/travel/hotels/entity/CgoI1b3tOj05YkEAE/reviews?utm_campaign=sharing&utm_medium=link&utm_source=htls&ts=CAEaIAoCGgASGhIUCgcI6A8QARgbEgcI6A8QARgcGAEyAhAAKgOKABoA) ( Access on October 20, 2024 at 14.00)

new opportunity for the hospitality sector to provide sharia facilities to advance the Muslim tourism sector properly.

In addition to the quality of service, another thing that is a benchmark for the community in determining a place to stay is the Sharia compliance applied in the hotel, sharia compliance is the most important consideration and must be considered for every Sharia-based hotel. And if an activity in the economy is contrary to Sharia principles, it is called non-sharia compliance.<sup>8</sup>

The following is the implementation of tourism based on Sharia principles, namely:

- a. Sharia hotels must not provide access to pornography and immoral acts.
- b. Sharia hotels must not provide entertainment facilities that lead to polytheism, immorality, pornography, and immoral acts
- c. Food and beverages provided by sharia hotels must have received a halal certificate from the MUI
- d. Provide adequate facilities, equipment, and facilities for the implementation of worship, including purification facilities.
- e. Hotel managers and employees are required to wear clothes that are by sharia.
- f. Sharia hotels are required to have guidelines and guidelines regarding hotel service procedures to ensure the implementation of hotel services by Sharia principles.
- g. Sharia hotels are required to use the services of Sharia Financial Institutions in carrying out services.<sup>9</sup>

This explanation shows that the special needs of Muslims in Indonesia that must be provided in hotels are quite many and very diverse.<sup>10</sup> This is supported by

<sup>8</sup> Mashuri, "Implementation of Sharia Compliance in The Halal Tourism Industry In Indonesia (A Study On Sharia Hotels And Beaches)."No.2, Vol.02, (2020),P.2

<sup>9</sup>Fatwa Dewan Syariah Nasional-Majelis Ulama Indonesia tentang Pedoman Penyelenggaraan Pariwisata Berdasarkan Prinsip Syariah . P, 06-07

<sup>10</sup> Hardius Usman et al., "Dampak Kepatuhan Syariah Terhadap Pelayanan Hotel Syariah Dan Kepuasan Pelanggan," *Journal of Business, Economics And Environmental Studies* 10 (2020): hal 3-4, <https://doi.org/10.13106/jbees.2020.vol10.no3.5>.

Awaliya Khoirun Nisa in 2018 in a study, that Sharia compliance has a significant influence on consumer interest in staying.<sup>11</sup> Design and Architecture in a Sharia hotel must use interior design that respects Sharia principles, such as avoiding paintings or decorations that involve images of living beings. In terms of Separation between the men's and women's areas in the lounge or swimming pool.

Indonesia is the country with the largest Muslim population in the world. Almost 87% of the total Indonesian population is Muslim. As a religion that regulates the person of a Muslim. In Islam, there are important teachings that are the main basis when a Muslim wants to choose a lodging, which is seen in terms of religiosity.<sup>12</sup> A person's religiosity can be manifested in various aspects of his life. A state of understanding that a person believes in religion is played in experiences, values, rules, and obligations so that it will encourage behavior, action, and behavior according to religious teachings in personal life. In this case, consumers who have a large religiosity value will be more careful in determining a choice of interest in buying goods or services.<sup>13</sup>

Multazam Syariah Hotel Solo is one of the best Sharia hotels in Solo, which is suitable as an alternative place to stay. All the services offered are very pleasant. In terms of price, it is very affordable, not inferior to other hotels. In the service, the friendly reception staff will monitor various services (Check-in or Check Out) quickly and in a safe. There is laundry service, and room service for 24 hours. So that you can relax and enjoy your stay with enjoyment.<sup>14</sup>

---

<sup>11</sup> Awaliya Khoirun Nisa, "Pengaruh kualitas layanan dan penerapan prinsip-prinsip syariah terhadap minat konsumen di hotel syariah solo", Skripsi Institut Agama Islam Negeri Ponorogo, 2018 p.47

<sup>12</sup> Farhani Padyan, Luk Luk Atul, Keputusan Menginap et al., "PENGARUH BRAND IDENTITY , MOTIVASI TERHADAP," *Jurnal Universitas Muhammadiyah Magelang* 1, no. 2 (2021): 161–162, <https://doi.org/10.31603/bmar.v1i2.5869>.

<sup>13</sup> Farhani Padyan, Luk Luk Atul, Keputusan menginap et al "Pengaruh Brand Identity, Motivasi terhadap keputusan menginap dengan religiusitas sebagai variabel moderasi pada hotel syariah", *Jurnal Universitas Muhammadiyah Magelang* 1, No.2 (2021), P.163

<sup>14</sup> <https://www.agoda.com/multazam-hotel-syariah/hotel/solo-surakarta.id.html?cid=1844104&ds=pNcMF8hvdUygTELp> (Access on: 20 August 2024 at 14.00)



Based on the analysis and description that has been explained above, many consumers, especially Muslims, are less attracted to choosing a place to stay or a hotel based on sharia. So that it causes the community to be trapped in lodging with the status of a Conventional Hotel. And this location is very central with all angles. Places to eat, universities, shopping places and so on. Consumers actually prefer conventional hotels over sharia hotels themselves with the same price and the location is no less competitive. As we can see, in terms of service quality, price, location, Sharia compliance, and even in terms of religiosity, everything has been stated and implemented in Sharia hotels. So this place is very suitable for research and has never been researched before.

Therefore, the researcher is interested in researching Multazam Hotel Syariah as a research object based on existing data, wanting to research whether the variables taken by the researcher will affect consumer interest in choosing a hotel sharia. Supported by the Sharia hotel multazam which is seen in terms of excellent service quality, applying Sharia principles, and high religiosity that the hotel has provided to consumers. For example, getting a prayer room that is special for each room without increasing the rental price. It is also seen in terms of a very strategic location, located in the office area of the center of business and culinary trade<sup>15</sup>. And around there are conventional hotels that may have the same price, but consumer interest is more in conventional hotels. It is also supported by the object of this research, that it has never been researched before.

Judging from the uniqueness of Multazam Syariah Hotel which dares to position itself as a service provider business that complies with sharia provisions and principles located in this very strategic area. And so important are the variables that can affect consumer interest in using lodging services, especially Sharia hotels, by assessing everything from the consumer's point of view. And the variables discussed by the researcher have never been researched before.

---

<sup>15</sup> Fendy Kurniawan, "Hotel Syariah Surakarta Dalam Melaksanakan Pariwisata Halal," *HOTELIER JOURNAL (Politeknik Indonusa Surakarta)* 8, no. No. 1 (2022): P.1–9.

So the researcher is interested in conducting further research on the variables that can affect consumer interest in choosing a place to stay at Multazam Syariah Hotel, with a study entitled :

**“The Influence of Service Quality, Sharia Compliance, and Religiosity On Consumer Interest (Study at Multazam Syariah Hotel Solo)”**

**1.2 Problem Formulation**

1. How does service quality influence consumer interest at Multazam Syariah Hotel Solo?
2. How does Sharia Compliance influence consumer interest at Multazam Syariah Hotel Solo?
3. How does Religiosity influence consumer interest at Multazam Syariah Hotel Solo?
4. How do service quality, Sharia compliance, and religiosity influence consumer interest at Multazam Syariah Hotel?

**2.1 Research Objectives**

Based on the problem formulation above, it can be seen that the research objectives are as follows:

1. To find out how the influence of service quality on consumer interest in Multazam Syariah Hotel Solo
2. To find out how the influence of Sharia Compliance on consumer interest in Multazam Syariah Hotel Solo
3. To find out how the influence of Religiosity on consumer interest in Multazam Syariah Hotel Solo
4. To find out how the influence of Service Quality, Sharia Compliance, and Religiosity on consumer interest in Multazam Syariah Hotel Solo

**2.2 The Usefulness of Research**

**1.4.1 Practical Uses**

The researcher hopes that the results of this study can be used to make policies related to the influence of Service Quality, Sharia Compliance, and Religiosity on Consumer Interest in Islamic Hotels

#### 1.4.2 Theoretical Uses

The researcher hopes that the results of the study can contribute scientifically and theoretically to the understanding of factors that affect consumer behavior in the context of Sharia hotels. It can be used as reference material for further research in terms of development in the field of research, especially related to the influence of service quality, Sharia Compliance, and Religiosity on Consumer Interest in Islamic Hotels.<sup>16</sup>

### 2.3 Systematic Discussion

To make it easier to understand the explanation, and learn the main problems to be discussed, this thesis is prepared with a systematic discussion, namely:

**CHAPTER I** : The introduction of this chapter contains the background of the problem, the formulation of the problem, the theoretical objectives, the usefulness of the research, Systematic Discussion.

**CHAPTER II** : Previous Studies and Theoretical Framework. This chapter contains previous research and theoretical foundations.

**CHAPTER III** : Research Methodology. This chapter contains research approaches, types and sources of data, research variables, research implementation, population and samples, data collection instruments, instrument trials and data analysis techniques.

**CHAPTER IV** : Research Results and Discussion.

**CHAPTER V** : Closing. This chapter contains descriptions or conclusions as well as suggestions from the discussion.

---

<sup>16</sup> Sutopo, *Metode Penelitian Kuantitatif Kualitatif*, Ed., Pd, Cetakan 1 (Bandung: Alfabeta,Cv, 2019), [www.cvalfabeta.com](http://www.cvalfabeta.com).