THESIS

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

By:

Ahmad Abdurraf'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 Abdurraf'i

35.2014.4.1.0652

DEPARTMENT OF ISLAMIC ECONOMICS

FACULTY OF ECONOMICS AND MANAGEMENT

UNIVERSITY OF DARUSSALAM GONTOR

2018/1440

UNIDA

GONTOR

UNIVERSITAS DARUSSALAM GONTOR

MOTTOES

خَيْرُ الناسِ أَنْفَعُهُمْ لِلناسِ

”*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(.٣٢٨٩

إِنْ أَحْسَنْتُمْ أَحْسَنْتُمْ لِأَنْفُسِكُمْ

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

(QS. Al-Isra:7)

مَنْ كَانَ فِي حَاجَةِ أَخِيهِ 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 sacfricie, 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

Saat ini Indonesia sedang mengalami krisis moral dan ekonomi, kerap kali diberitakan di media massa tentang adanya penggerebekan terhadap pengunjung hotel yang bukan suami istri, ada yang mabuk-mabukan, perselingkuhan, dan sebagainya. Sampai menimbulkan keresahan dan ketidaknyamanan masyarakat akan keberadaan hotel yang sering dijadikan tempat bermaksiat, sehingga mendorong para pelaku bisnis perhotelan untuk membuat konsep hotel yang bernuansa aman, nyaman serta terjamin kehalalannya. Melihat besarnya potensi umat musim di indonesia seharusnya mampu memberikan prihatin terhadap maraknya jumlah hotel yang tidak sesuai dengan syariat Islam, dengan mendirikan berbagai usaha perhotelan dengan berlandaskan sistem syariah Islam. Selain itu, dengan hadirnya hotel syariah dalam industri perhotelan telah menjadi tren baru bisnis akomodasi di beberapa daerah, serta menjadi sarana dakwah Islam dalam menangani masalah yang di timbulkan. Maka dengan hadirnya hotel berbasis syari'ah, diharapkan dapat menyelesaikan permasalahan yang terjadi saat ini. Seperti halnya hotel syariah yang telah hadir di Ibukota, yaitu Hotel Sofyan, yang merupakan hotel yang pada tahun 2002, telah berhijrah dari sistem perhotelan konvensional menjadi syariah. Tujuan Penelitian ini adalah Mengetahui Bagaimana Sistem Pelayanan Syariah di Hotel Sofyan Jakarta dan untuk Mengetahui Pengaruh Sistem Pelayanan terhadap Kepuasan Konsumen di Hotel Sofyan.

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 inferemsial.

Hasil penelitian, berdasarkan hasil analisa kuantitatif melalui regresi berganda, yaitu sebagai berikut: hasil uji t untuk variabel X (Sistem Pelayanan), menghasilkan *Standarized Coefisients* sebesar 0,566 dengan signifikan sebesar 0,000 karena signifikan < 0,05 maka dinyatakan bahwa system 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 system 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 Againts 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, infedility, 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 Enourmous 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 Againts 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

CHAPTER III: RESEARCH METHODOLOGY

A. Research Place and Time 35
B. Research Approach and Types 35
C. Types Of Data 37
D. Populations and Samples 38
E. Quantitative Data Collection Methods 39
F. Research Scope 41
G. Research Variables 41
H. Technique In Quantitative Data Analysis 42
I. Research Hypothesis 43

CHAPTER IV: RESULTS AND DISCUSSION

A. Object Research Description 45
B. Description of Data 49
C. Description of Respondents 49
D. Requirements Test 53
4.1. Reliability and Validity Test 53
4.2. Corelation Relationship Test 56
E. Research Result 58
4.1. Regression Test 58
4.2. Hypothesis Test 68
F. Discussion 69

CHAPTER V: CLOSING

A. Conclusion 79
B. Suggestion 80
BIBLIOGRAPHY 81
APPENDIX 85

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, infedility, 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 people[3]. With a high number of Muslims should be able to

---

[1] Koran Republika, 4 November 2017, Teguh Firmansyah

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

[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, pshycotropica. For the rules of the hotel very assertive in enforcing the requirements of guests who want to visit and stay. In other words, the community itself will re-think if will do things that are not true and against sharia rules.

Sofyan Hotel is a pioneer business Hotel in Indonesia that carries the concept of Sharia/Halal both in terms of its operational and parent company. The quality of the various facilities and services of Sofyan Hotel Cut Meutia has been recognised by many both international and national. In 2015 for example, Sofyan Hotel Cut Meutia won the world's Best Family Friendly Hotel in a prestigious international World Halal Travel Award 2015, then Sofyan Hotel also won Indonesia's Leading Halal Compliance Hotel in Indonesia Travel and Tourism Award in 2016. The founder of Sofyan Hotel, the late Sofyan Ponda received a Satyalancana Tourism award 2018 thanks to his services in developing the world of Indonesian halal hospitality.[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 year[8]

---

[7] http://sofyanhotel.com/news/5-alasan-mengapa-anda-harus-menginap-di-sofyan-hotel/ Accesed (15-5-2019)

[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

---

heboh-hotel-syariah-di-indonesia-kurang-sertifikasi accesed (15-5-2019)

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 th 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 result 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.[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 *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.[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,

---

[10] Anwar Basalamah, Hadirnya Kemasan Syariah dalam Bisnis Perhotelan di Tanah Air, *Binus Business Review* Vol. 2 No. 2 November 2011 p. 763 & 768

[11] Fitria Solahika Salma, Pengaruh Kualitas Jasa Perspektif Islam Terhadap Kepuasan dan Loyalitas Pelanggan Hotel Grand Kalimas di Surabaya, *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.[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..[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

---

[12] Widyarini Fitri Kartini, Variabel Yang Mempengaruhi Keputusan Pemilihan Hotel Syariah, *Jurnal Ekonomi dan Bisnis Islam* | Vol. IX, No. 1, Desember 2014 p. 83 & 97.

[13] Wiwik Rachmarwi, Evaluasi Strategi Bersaing dalam industry hotel (Studi pada Hotel Sofyan) *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.[14]

Kuncoro Hadi wrote a journal with the title Corporate Management Trends-based on *Maqshid Sharia*.[15] The purpose of this research was the need for a corporate management system based on the *maqoshid sharia*.[16] Research methods used in this paper is portrays the company needs in terms of human needs such as *dharuriyyat*,[17] *hajiyyat*[18] and *tahsiniyyat*.[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 Klinkert with 100 total sample 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

---

[14] Abdul Mujib. Analisis terhadap Konsep Syariah pada Industri Perhotelan di Indonesia,*Asy-Syir'ah Jurnal Ilmu Syari'ah dan Hukum Vol. 50, No. 2, Desember 2016* P. 425.

[15] Kuncoro Hadi ,Manajemen Perusahaan berbasis Maqashid Sharia,*Jurnal Al-Azhar Indonesia Seri Pranata Sosial,* Vol . 2, No. 1, Maret 2013 p. 39*Maqashid Syariah* artinya tujuan beragama.(Ibid, p. 41.)

[16] *Maqashid Syariah* This means the purpose of religion.(Ibid, p. 41.)

[17] *Dharuriyyat* This means that the level of need that there must be or *primary* needs. .(Ibid, p. 42.)

[18] *Hajjiyat* This means that the *secondary* needs,, where does not materialize this requirement not to threaten its safety.(Ibid, p. 44.)

[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.[20]

Faris l. 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.[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

---

[20] Yeni Tri Sari Riswardani, Pengaruh Fasilitas, Biaya dan Promosi Terhadap Kepuasan Pasien Rawar Inap, Daya Saing *Jurnal Ekonomi Manajemen Sumber Daya* Vol. 14, No. 2, Desember 2013 p. 91

[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.[22]

The Subtance 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

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:[23]

---

[22] Febby Gita Cahyani,Pengaruh Kualitas Produk,Kualitas Pelayanan dan Harga terhadap Kepuasan Konsumen, *Jurnal Ilmu dan Riset Manajemen :* Volume 5, Nomor 3, Maret 2016 ISSN : 2461-0593 p. 5

[23] Haning Tri Novianti, Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pemustaka, *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 دِيناً

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.*."

[24] Anwar Basalamah,Hadirnya Kemasan Syariah …., p. 764.

(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.[25]

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

يَا أَيُّهَا الَّذِينَ آمَنُوا أَنْفِقُوا مِنْ طَيِّبَاتِ مَا كَسَبْتُمْ وَمِمَّا أَخْرَجْنَا لَكُمْ مِنَ الْأَرْضِ ۖ وَلَا تَيَمَّمُوا الْخَبِيثَ مِنْهُ تُنْفِقُونَ وَلَسْتُمْ بِآخِذِيهِ إِلَّا أَنْ تُغْمِضُوا فِيهِ ۚ وَاعْلَمُوا 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.) [26]

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.

---

[25] Riyanto Sofyan, *Bisnis Syariah Mengapa Tidak? Pengalaman Penerapan Pada Bisnis Hotel*, (Jakarta: Gramedia Pustaka Utama, 2011). p. 28.

[26] Dewan Pengurus Nasional FORDEBI dan ADESY,*Ekonomi Dan Bisnis Islam Seri Konsep dan Aplikasi Ekonomi dan Bisnis Islam,* (Depok;RajaGrafindo Persada,2016), p. 85.

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. [27]

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 competite 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.[28]

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

---

[27] Widyarini, Pengelolaan Hotel Syariah di Yogyakarta,*Jurnal Ekonomi dan Bisnis Islam* | Vol. VI1I, No. 1, Desember 2013 p. 2.

[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:[29]

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*".[30]

---

[29] Riyanto Sofyan, *Bisnis Syariah Mengapa Tidak? ....,* p. 64-65

[30] Ibid, p. 63.

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:

مَنْ كَانَ يُؤْمِنُ بِاللهِ وَالْيَوْمِ الْأَخِرِ فَلْيُكْرِمْ ضَيْفَهُ

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

وَإِن جَنَحُواْ لِلسَّلۡمِ فَٱجۡنَحۡ لَهَا وَتَوَكَّلۡ 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 (kaffatan 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)).[32]

وَمَآ أَرۡسَلۡنَٰكَ إِلَّا كَآفَّةٗ لِّلنَّاسِ بَشِيرٗا وَنَذِيرٗا وَلَٰكِنَّ أَكۡثَرَ ٱلنَّاسِ لَا يَعۡلَمُونَ

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 (rahmatan lil'aalamin)

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

وَمَآ أَرۡسَلۡنَٰكَ إِلَّا رَحۡمَةٗ لِّلۡعَٰلَمِينَ

"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.[33] Value of siddiq, beside meaning to honest, also means tested, sincere, and has emotional balance.

يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَكُونُوا مَعَ الصَّادِقِينَ

"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.[34] Because of the order to be trustful in the following verses:

إِنَّ اللَّهَ يَأْمُرُكُمْ أَن تُؤَدُّوا الْأَمَانَاتِ إِلَىٰ أَهْلِهَا وَإِذَا حَكَمْتُم بَيْنَ النَّاسِ أَن تَحْكُمُوا بِالْعَدْلِ ۚ إِنَّ اللَّهَ نِعِمَّا يَعِظُكُم بِهِ ۗ إِنَّ اللَّهَ كَانَ سَمِيعًا بَصِيرًا

"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.[35]

إِنَّ ٱلَّذِينَ قَالُواْ رَبُّنَا ٱللَّهُ ثُمَّ ٱسۡتَقَٰمُواْ فَلَا خَوۡفٌ عَلَيۡهِمۡ وَلَا هُمۡ يَحۡزَنُونَ

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:

وَتعَاوَنُوا عَلَى الْبِرِّ وَالتَّقْوَى وَلَا تعَاوَنُوا عَلَى الْإِثْمِ وَالْعُدْوَانِ وَاتَّقُوا اللَّهَ إِنَّ اللَّهَ شَدِيدُ الْعِقَابِ

"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.

one another in sin and rancour: fear Allah. for Allah is strict in punishment..” (QS.al-Ma’idah:2)

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.[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*,[37] *house rules*,[38] it should be ascertained all comply with Shariah.[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.[40]

---

[36] Riyanto Sofyan, *Bisnis Syariah Mengapa Tidak? ....,* p. 64.

[37] *Reception Policy and Procedure* This means reception policies and procedures in hotel.(Ibid, p.136)

[38] *House Rules* This means the House rules in hospitality.(Ibid, p.136)

[39] Ibid, p. 64

[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.[41]

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

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[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.[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

---

[41] Riyanto Sofyan, *Bisnis Syariah Mengapa Tidak? ....*, p. 68.

[42] Ibid, p. 68.

[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).[44]

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.[45]

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.[46]

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.[47]

---

[44] Riyanto Sofyan, *Bisnis Syariah Mengapa Tidak? ....,* p. 71.

[45] Ibid, p. 71.

[46] Ibid, p. 72

[47] 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

وَلَا تَهِنُوا فِي ابْتِغَاءِ الْقَوْمِ ۖ إِنْ تَكُونُوا تَأْلَمُونَ فَإِنَّهُمْ يَأْلَمُونَ كَمَا تَأْلَمُونَ ۖ وَتَرْجُونَ مِنَ اللَّهِ مَا لَا يَرْجُونَ ۗ وَكَانَ اللَّهُ عَلِيمًا حَكِيمًا

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.[51]

2. An-Nisa 29

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ ۚ وَلَا تَقْتُلُوا أَنْفُسَكُمْ ۚ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

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

[51] Riyanto Sofyan, *Bisnis Syariah Mengapa Tidak? ....,* p. XXV

b. Hadith of Prophet

Hadeeth about Honourig Guest[52]

مَنْ كَانَ يُؤْمِنُ بِاللهِ وَالْيَوْمِ الْأَخِرِ 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:[53]

اَلأَصْلُ فِى الْأَشْيَاءِ الْإِ بَا حَة حَتَّى يَدُ لَّ الْدَّلِيْلُ عَلَى التَّحْرِيْمِ

"Legal origin in the field of muamalah is the capacity (worship) until there is evidence that forbids "[54]

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.[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).[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". [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. [60]

---

[57] Peraturan Menteri Pariwisata dan Ekonomi Kreatif Nomor 2 Tahun 2014 tentang Pedoman Penyelenggara Hotel Syariah, tahun 2004.

[58] Celina Tri Siwi Kristiyanti, *Hukum Perlindungan Konsumen*, Sinar Grafika, Jakarta, 2009, p. 22

[59] Abdul Halim Barkatulah, *Hukum Perlindungan Konsumen (Kajian Teoretis dan Perkembangan Pemikiran*, (Nusa Media, Bandung, 2008), p. 7.

[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. [61]

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.[62]

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.[63]

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

---

[61] Shidarta, *Hukum Perlindungan Konsumen Indonesia* edisi Revisi 2006, (Gramedia Widiasarana Indonesia, Jakarta, 2006), p. 3

[62] Daryanto dan Ismanto Setyobudi, *Konsumen dan Pelayanan Prima,* (Yogyakarta;Gava Media,2014), p. 91.

[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]

---

[64] Febby Gita Cahyani,Pengaruh Kualitas Produk,Kualitas Pelayanan dan Harga terhadap Kepuasan Konsumen, *Jurnal Ilmu dan Riset Manajemen :* Volume 5, Nomor 3, Maret 2016 ISSN : 2461-0593 p. 4.

[65] Rozalinda, *Ekonomi Islam Teori dan Aplikasinya pada Aktivitas Ekonomi*, Cet-ke3, (PT. Rajagrafindo Persada), p. 97

[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.[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:[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.

---

[69] Ibid, p. 4.

[70] Febby Gita Cahyani, *Pengaruh Kualitas Produk*…., p.4.

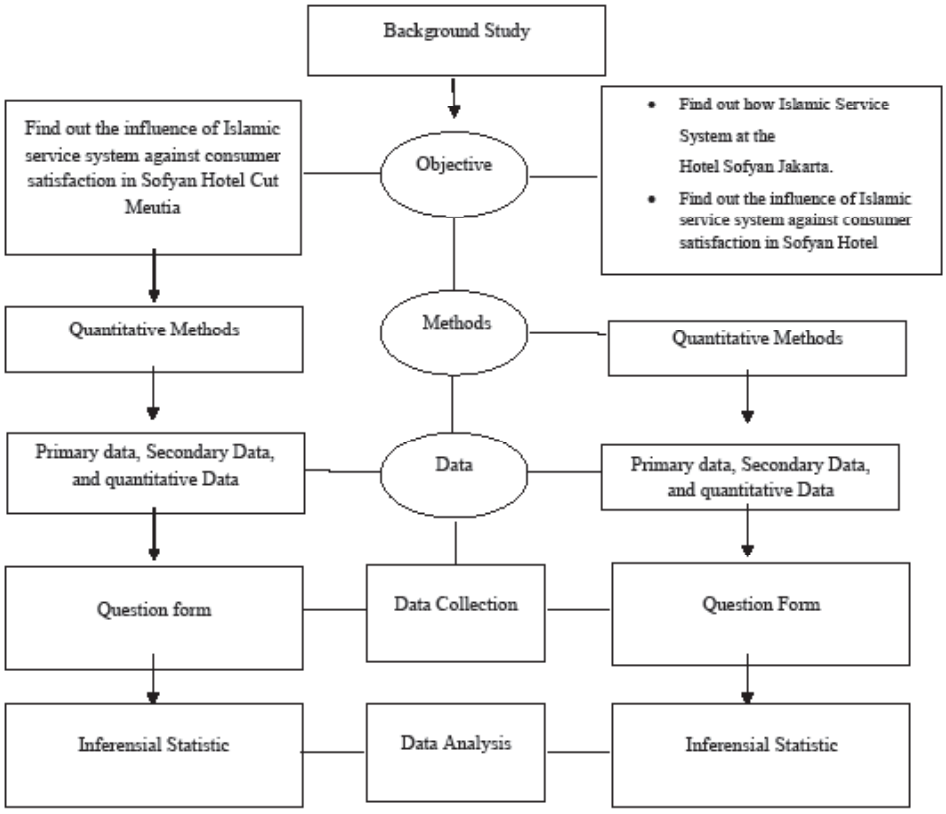
C. Theory Framework

Source : Taken from Theory of Consumer Satisfaction Indicators

Table 2.1

D. Research Framework

Table 2.2



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, muhadjir 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)

(Bandung: Alfabeta, 2007), p. 53

[72] Dudung Abdurrahman. *Pengantar Metode Penelitian* (Yogyakarta:Kurnia Alam Semesta, 2007), p. 53

[73] Creswell John. *Research Design: Pendekatan Metode Kualitatif, Kuantitatif dan Campuran*. (Cet, 4. 2009)

[74] Sugiono. *Metode Penelitian Bisnis. Cet. 18* (Bandung: Alfabeta CV, 2014), p. 7 & 14

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:

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.[75] 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.[76] Therefore researchers take

---

[75] Muhammad. *Metode Penelitian Ekonomi Islam, Pendekatan Kuantitatif*. (Jakarta: PT Rajagrafindo Persada, 2008), p. 103.

[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:

---

[77] Silalahi Ulber. *Metode Penelitian Sosial.* Cetakan Ketiga. (Bandung: PT Refika Aditama), p. 253.

[78] Irawan, *Metode Penelitian Sosial, Suatu Tekhnik Penelitian Bidang Kesejahteraan Sosial Dan Ilmu Sosial Lainnya.* Cet Kedelapan, (Bandung: PT REMAJA ROSDAKARYA, 2011), p. 58.

$$n: \frac{N}{N.d^2 + 1}$$

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:

$$n: \frac{21.904}{21.904.10\%^2 + 1} = 99{,}545$$

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)

[80] Sugiono. *Metode Penelitian Bisnis.* ...., p. 118.

data is done by giving a set of questions or a question in writing to the respondent to be answered.[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.[82]

In this study using the type and form of the *closed question*,[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.[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.

---

[81] Nawawi Hadari. *Metode Penelitian Bidang Sosial.* Cetakan ketigabelas. (Yogyakarta: Gadjah Mada University Press, 2012), p. 125.

[82] Sugiono. *Metode Penelitian Kuantitatif Kualitatif ...,* p. 142.

[83] *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)

[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[85]. 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

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

[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 -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-subcribe* 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 Gorvernance*.

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:

1. Conditioning Stage(year 1993 - 1997)
2. Changing Stage(year 1998 - 2002)
3. Consolidation Stage (year 2003 - 2007)
4. Establishment and Initial development Stage(year 2008 - 2012)

1. **Hotel Sofyan Logo**

Figure 4.1

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

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 4.1

No	Criteria	Amount	Percentage
1	Gender		
	Man	62	62%
	Woman	38	38%
Total Respondents		100	100%

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

No	Age		
2	15-20	2	2%
	21-30	26	26%
	31-40	28	28%
	>40	44	44%
Total Respondents		100	100%

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

No	Pfofesion		
3	Student	8	8%
	Private Employee	42	42%
	Civil Servant	24	24%
	Soldier/Police	7	7%
	Others	19	19%
Total Responden		100	100%

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

No	Indicator	Frequency					Total Score	N	Mean
		SB	B	KB	TB	STB			
1	Physical Evidence	28	70	2	0	0	426	100	4.26
2	Fun Services	39	57	4	0	0	435	100	4.35
3	Guest Selection	30	70	0	0	0	430	100	4.3
4	Information	28	70	2	0	0	426	100	4.26
5	Room Condition	20	74	6	0	0	414	100	4.14
6	Facility Condition	21	74	5	0	0	416	100	4.16
7	Room Design	20	71	9	0	0	411	100	4.11
8	Lighting	16	77	7	0	0	409	100	4.09
9	Worship Tools	48	48	4	0	0	444	100	4.44
10	Bathroom Facilities	30	68	2	0	0	428	100	4.28
11	Web Access	52	48	0	0	0	452	100	4.52

12	Coffee Shop	47	53	0	0	0	447	100	4.47

Source : Data Processed by Researcher

Judging from the responses of the respondents related 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

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

Source : Data Processed by Researcher

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

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Source : SPSS Version.25

Table 4.7

Reliability Statistics

Cronbach's Alpha	Part 1	Value	.702
		N of Items	9[a]
	Part 2	Value	.825
		N of Items	8[b]
	Total N of Items		17
Correlation Between Forms			.689
Spearman-Brown Coefficient	Equal Length		.816
	Unequal Length		.816
Guttman Split-Half Coefficient			.814

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

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

Source : SPSS Version.25

Table 4.8

Item-Total Statistics

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

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:

Soal	r hitung	r tabel(@=0,05;n=100)	Keputusan
SP 1	0,577	> 0,1654	Valid
SP 2	0,612	> 0,1654	Valid
SP 3	0,347	> 0,1654	Valid
SP 4	0,508	> 0,1654	Valid
SP 5	0,254	> 0,1654	Valid
SP 6	0,416	> 0,1654	Valid
SP 7	0,299	> 0,1654	Valid
SP 8	0,322	> 0,1654	Valid
SP 9	0,361	> 0,1654	Valid
SP 10	0,505	> 0,1654	Valid
SP 11	0,621	> 0,1654	Valid
SP 12	0,527	> 0,1654	Valid
KK 1	0,539	> 0,1654	Valid
KK 2	0,522	> 0,1654	Valid
KK 3	0,557	> 0,1654	Valid
KK 4	0,519	> 0,1654	Valid
KK 5	0,610	> 0,1654	Valid

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. Corelation Relationship Test

Table 4.9

Descriptive Statistics

	Mean	Std. Deviation	N
JMLSP	51.3800	3.38678	100
JMLKK	21.4700	1.94082	100

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

		JMLSP	JMLKK
JMLSP	Pearson Correlation	1	.566**
	Sig. (2-tailed)		.000
	N	100	100
JMLKK	Pearson Correlation	.566**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. 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 Ho: 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

Descriptive Statistics

	Mean	Std. Deviation	N
JMLKK	21.4700	1.94082	100
JMLSP	51.3800	3.38678	100

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

Correlations

		JMLKK	JMLSP
Pearson Correlation	JMLKK	1.000	.566
	JMLSP	.566	1.000
Sig. (1-tailed)	JMLKK	.	.000
	JMLSP	.000	.
N	JMLKK	100	100
	JMLSP	100	100

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/Removeda

Model	Variables Entered	Variables Removed	Method
1	JMLSPb	.	Enter

a. Dependent Variable: JMLKK

b. All requested variables entered.

Source : SPSS Version.25

Table 4.14

Model Summary of Consumer Satisfactionb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.566a	.320	.313	1.60853	.320	46.127	1	98	.000

a. Predictors: (Constant), JMLSP

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 Satisfactiona

Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	119.348	1	119.348	46.127	.000b
	Residual	253.562	98	2.587		
	Total	372.910	99			

a. Dependent Variable: JMLKK

b. Predictors: (Constant), JMLSP

Source : SPSS Version.25

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.

Coefficients of Consumer Satisfactiona

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.813	2.458		1.958	.053
	JMLSP	.324	.048	.566	6.792	.000

a. Dependent Variable: JMLKK

Source : SPSS Version.25

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 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 H0 is rejected which means that significant regression constants or system services have significant influence towards consumer satisfaction.

Table 4.15

Casewise Diagnosticsa

Case Number	Std. Residual	JMLKK	Predicted Value	Residual
1	-.619	21.00	21.9952	-.99519
2	-.233	20.00	20.3742	-.37423
3	1.414	22.00	19.7258	2.27416
4	-1.459	19.00	21.3468	-2.34681
5	-.233	20.00	20.3742	-.37423
6	.809	22.00	20.6984	1.30158
7	-1.274	18.00	20.0500	-2.05004
8	.222	23.00	22.6436	.35642
9	.440	24.00	23.2920	.70804
10	-.014	21.00	21.0226	-.02261
11	-.233	20.00	20.3742	-.37423
12	-1.056	19.00	20.6984	-1.69842
13	.205	22.00	21.6710	.32900
14	.826	23.00	21.6710	1.32900
15	-1.039	20.00	21.6710	-1.67100
16	.826	23.00	21.6710	1.32900
17	2.271	25.00	21.3468	3.65319
18	.826	23.00	21.6710	1.32900
19	1.465	25.00	22.6436	2.35642

20	.826	23.00	21.6710	1.32900
21	.372	20.00	19.4017	.59835
22	-1.845	20.00	22.9678	-2.96777
23	-.636	20.00	21.0226	-1.02261
24	-.233	20.00	20.3742	-.37423
25	.239	24.00	23.6162	.38385
26	-1.039	20.00	21.6710	-1.67100
27	-1.643	20.00	22.6436	-2.64358
28	2.070	25.00	21.6710	3.32900
29	1.465	25.00	22.6436	2.35642
30	-.400	22.00	22.6436	-.64358
31	-.233	20.00	20.3742	-.37423
32	.642	24.00	22.9678	1.03223
33	-2.047	20.00	23.2920	-3.29196
34	.423	23.00	22.3194	.68062
35	-.233	20.00	20.3742	-.37423
36	-1.643	20.00	22.6436	-2.64358
37	1.431	23.00	20.6984	2.30158
38	-1.039	20.00	21.6710	-1.67100
39	.457	25.00	24.2645	.73546
40	-1.039	20.00	21.6710	-1.67100
41	2.271	25.00	21.3468	3.65319
42	-1.039	20.00	21.6710	-1.67100
43	.659	25.00	23.9403	1.05965
44	1.448	24.00	21.6710	2.32900
45	-.216	21.00	21.3468	-.34681
46	.170	20.00	19.7258	.27416
47	1.263	25.00	22.9678	2.03223

48	-.199	22.00	22.3194	-.31938
49	-.233	20.00	20.3742	-.37423
50	.187	21.00	20.6984	.30158
51	-.014	21.00	21.0226	-.02261
52	-.434	20.00	20.6984	-.69842
53	-.434	20.00	20.6984	-.69842
54	-1.039	20.00	21.6710	-1.67100
55	-.233	20.00	20.3742	-.37423
56	-.233	20.00	20.3742	-.37423
57	-.233	20.00	20.3742	-.37423
58	-.837	20.00	21.3468	-1.34681
59	-.014	21.00	21.0226	-.02261
60	.406	22.00	21.3468	.65319
61	-.233	20.00	20.3742	-.37423
62	-.233	20.00	20.3742	-.37423
63	-.233	20.00	20.3742	-.37423
64	-.233	20.00	20.3742	-.37423
65	-.233	20.00	20.3742	-.37423
66	-.619	21.00	21.9952	-.99519
67	-.233	20.00	20.3742	-.37423
68	1.414	22.00	19.7258	2.27416
69	-1.459	19.00	21.3468	-2.34681
70	-.233	20.00	20.3742	-.37423
71	.809	22.00	20.6984	1.30158
72	-1.274	18.00	20.0500	-2.05004
73	.222	23.00	22.6436	.35642
74	.440	24.00	23.2920	.70804
75	-.014	21.00	21.0226	-.02261

76	-.233	20.00	20.3742	-.37423
77	-1.056	19.00	20.6984	-1.69842
78	.205	22.00	21.6710	.32900
79	.826	23.00	21.6710	1.32900
80	-1.039	20.00	21.6710	-1.67100
81	.826	23.00	21.6710	1.32900
82	2.271	25.00	21.3468	3.65319
83	.826	23.00	21.6710	1.32900
84	1.465	25.00	22.6436	2.35642
85	.826	23.00	21.6710	1.32900
86	.372	20.00	19.4017	.59835
87	-1.845	20.00	22.9678	-2.96777
88	-.636	20.00	21.0226	-1.02261
89	-.233	20.00	20.3742	-.37423
90	.239	24.00	23.6162	.38385
91	-1.039	20.00	21.6710	-1.67100
92	-1.643	20.00	22.6436	-2.64358
93	2.070	25.00	21.6710	3.32900
94	1.465	25.00	22.6436	2.35642
95	-.400	22.00	22.6436	-.64358
96	-.233	20.00	20.3742	-.37423
97	.642	24.00	22.9678	1.03223
98	-2.047	20.00	23.2920	-3.29196
99	.423	23.00	22.3194	.68062
100	-.233	20.00	20.3742	-.37423

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 Satisfactiona

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

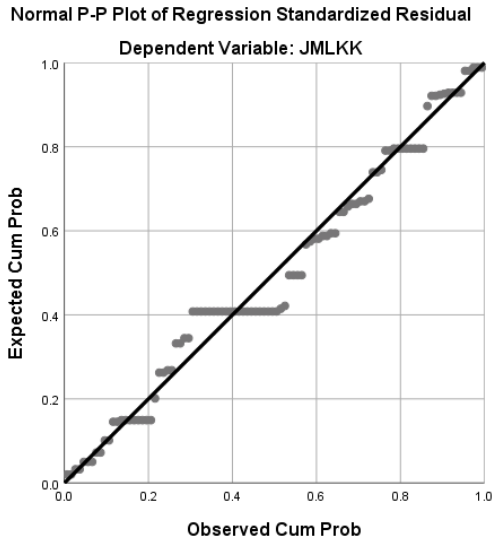
a. Dependent Variable: JMLKK

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

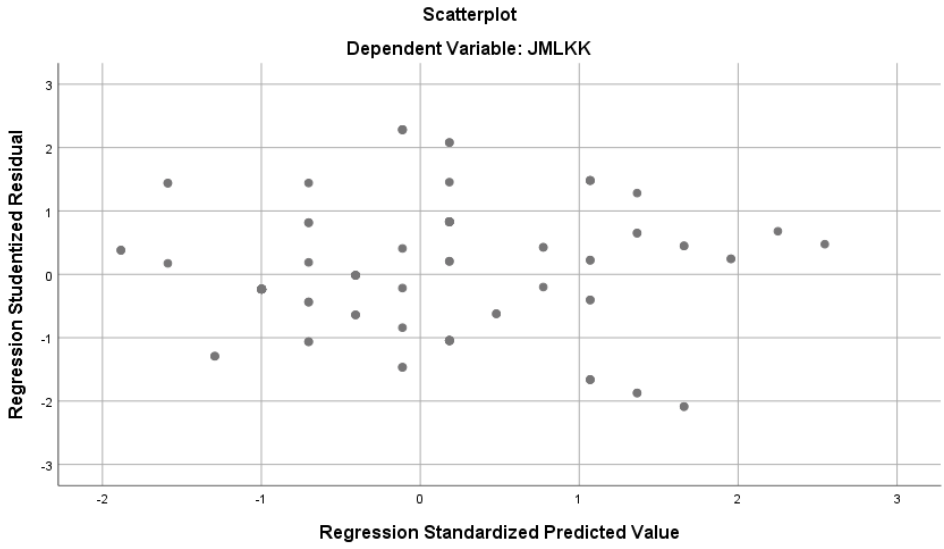
Graph Of Standarized Residual Consumer Satisfaction



Source : SPSS Version.25

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.

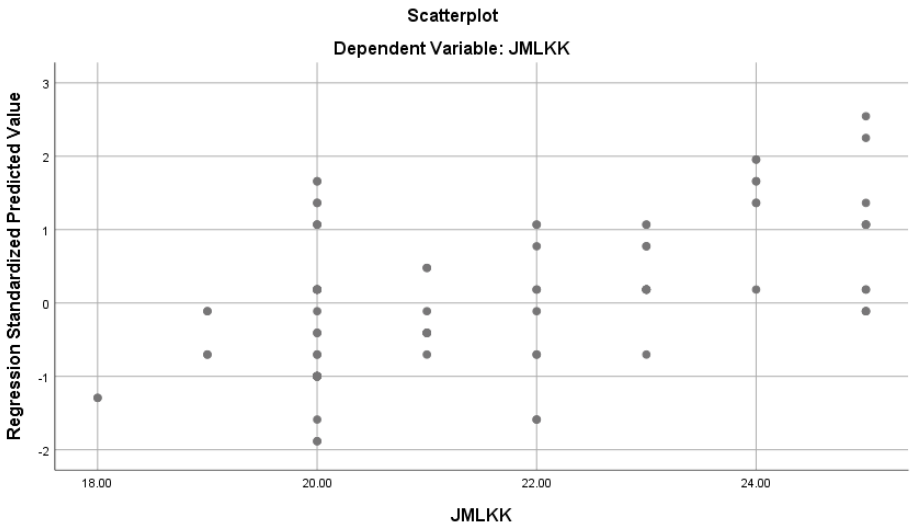
Scatterplot Diagram of Consumer Satisfaction



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 satisfactio

Scatterplot Diagram of 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

	N	Mean	Std. Deviation	Std. Error Mean
JMLSP	100	51.3800	3.38678	.33868
JMLKK	100	21.4700	1.94082	.19408

Source : SPSS Version.25

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
JMLSP	151.707	99	.000	51.38000	50.7080	52.0520
JMLKK	110.624	99	.000	21.47000	21.0849	21.8551

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 $50.7080 \leq D \leq 52.0520$.

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 againts 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 tha 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 square) 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 square 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

No	Value Range	Details
1	0.1 – 2.0 (0 – 1)	Veriy Disappointed
2	2.1 – 4.0 (1.5 – 2)	Disappointed
3	4.1 – 6.0 (2.5 – 3)	Normal/Neutral
4	6.1 – 8.0 (3.5 – 4)	Satisfy
5	8.1 – 10.0 (4.5 – 5)	Very Satisfy

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

Pegipegi		
No	Factor	Value
1	Comfort	8.2
2	Hygiene	8.2
3	Service	8.6
4	Location	8.8
5	Price	8.2
Overall Average		8.4

Source : Pegi-pegi.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 4.20

Traveloka		
No	Factor	Value
1	Comfort	8.38
2	Hygiene	8.37
3	Service	8.49
4	Location	8.9
5	Food	8.07
Overall Average		8.5

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

Tripadvsior		
No	Factor	Value
1	Room	3.5
2	Hygiene	3.5
3	Service	4
4	Location	4
5	Price	3.5
Overall Value		3.5

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

Source : Pegi-pegi.com

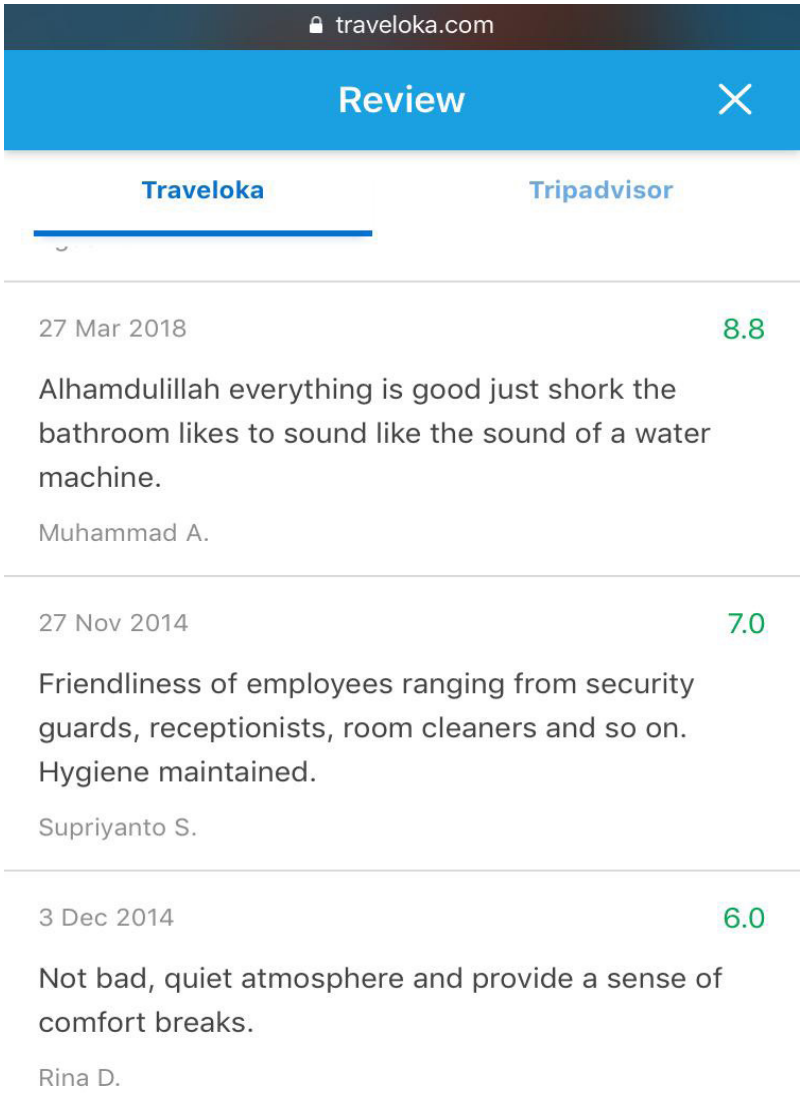
Based on Reviews from pegipegi.com, hotel Sofyan has provided friendly service and well so guests/consumer hotel Sofyan expressed their satisfaction. Beside satisfied with the provided service, a strategic location close to the mosque becomes a factor from other satisfaction.

Figure 4.5

Source :Pegi-pegi.com

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

Figure 4.6



Source : Traveloka.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.

Figure 4.7

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.

Figure 4.8

ahmad y

Reviewed January 22, 2018

Clean and cozy

This halal hotel provides clean and cozy place to stay with cheap price. The restaurant has delicious food with cheap price compared to any other hotels. The location near train station and across big mosque, also in the centre of the city, close to gambir station, grand indonesia mall, cikini street.

Show less

Stayed: January 2018, traveled with family

Value	Rooms
Location	Cleanliness
Sleep Quality	Service

Review collected in partnership with Tiket.com

Source : Tripadvisor.Com

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 Hotesl 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

BIBLIOGRAPHY

Al-Qur'an Terjemahan, 2016. *Al-Mahira* Cet-2 2016

Koran Republika, 4 November 2017, Teguh Firmansyah

http://www.voa-islam.com/read/citizens-jurnalism/2017/12/22/54944/

Sapudin, Ahmad, dkk. Analisis Perbandingan Hotel dan Pariwisata Syariah dengan Konvensional ,*Tugas Akhir Ekonomi Manajerial Syariah* .

Muthoifin, 2015. Fenomena Maraknya Hotel Syariah(Studi : Studi Efektifitas, Existensi, dan Kesyariahan Hotel Syariah di Surakarta) *University Research Colloquium 2015 ISSN 2407-9189* .

Rachmarwi , Wiwik, 2016. Strategi Bersaing dalam industry hotel(Studi pada Hotel Sofyan) *Jurnal Manajemen Bisnis Krisnadwipayana ISSN : 2338 - 4794 Vol. 4. No. 3.*

Basalamah, Anwar, 2011. Hadirnya Kemasan Syariah dalam Bisnis Perhotelan di Tanah Air, *BINUS BUSINESS REVIEW Vol. 2 No. 2* .

Solahika Salma, Fitria, 2015. Pengaruh Kualitas Jasa Perspektif Islam Terhadap Kepuasan dan Loyalitas Pelanggan Hotel Grand Kalimas di Surabaya, *JESTT Vol. 2 No. 4.*

Fitri Kartini, Widyarini, 2014. Variabel Yang Mempengaruhi Keputusan Pemilihan Hotel Syariah, *Jurnal Ekonomi dan Bisnis Islam | Vol. IX, No. 1.*

Mujib, Abdul, 2016. Analisis terhadap Konsep Syariah pada Industri Perhotelan di Indonesia,*Asy-Syir'ah Jurnal Ilmu Syari'ah dan Hukum Vol. 50, No. 2.*

Hadi, Kuncoro, 2013. Manajemen Perusahaan berbasis Maqashid Sharia,*Jurnal AL-AZHAR INDONESIA SERI PRANATA SOSIAL, Vol . 2, No. 1.*

Tri Sari Riswardani, Yeni, 2013. Pengaruh Fasilitas, Biaya dan Promosi Terhadap Kepuasan Pasien Rawar Inap, DAYA SAING Jurnal

Ekonomi Manajemen Sumber Daya Vol. 14, No. 2.

L. Lumentut, Faris, 2014. Fasilitas, *Servicescape* dan Kualitas Pelayanan Pengaruhnya terhadap Kepuasan Konsumen MCDonald Manado, Jurnal EMBA Vol.2 No.3.

Gita Cahyani, Febby, 2016. Pengaruh Kualitas Produk,Kualitas Pelayanan dan Harga terhadap Kepuasan Konsumen, *Jurnal Ilmu dan Riset Manajemen : Volume 5, Nomor 3, ISSN : 2461-0593* .

Tri Novianti, Haning, *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pemustaka*, *Jurnal Administrasi Publik (JAP), Vol. 3. No. 5*.

Sofyan, Riyanto, 2011. *Bisnis Syariah Mengapa Tidak? Pengalaman Penerapan Pada Bisnis Hotel*, Jakarta: Gramedia Pustaka Utama.

Dewan Pengurus Nasional FORDEBI dan ADESY, 2016. *Ekonomi Dan Bisnis Islam Seri Konsep dan Aplikasi Ekonomi dan Bisnis Islam,*Depok;RajaGrafindo Persada.

Widyarini, 2013. Pengelolaan Hotel Syariah di Yogyakarta,*Jurnal Ekonomi dan Bisnis Islam | Vol. VI1I, No. 1*.

Fitri Kartini, Widyarini, 2014. Variabel Yang Mempengaruhi Keputusan Pemilihan Hotel Syariah, *Jurnal Ekonomi dan Bisnis Islam | Vol. IX, No. 1*.

Hafidhuddin, Didin dan Hendri Tanjung, 2008. *Manajemen Syariah Dalam Praktik,*Jakarta;Gema Insani.

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

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

Peraturan MenteriPariwisata dan Ekonomi Kreatif Nomor 2 tahun 2014.

Peraturan Menteri Pariwisata dan Ekonomi Kreatif Nomor 2 Tahun 2014 tentang Pedoman Penyelenggara Hotel Syariah, tahun 2004.

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

Grafika, Jakarta.

Halim Barkatulah, Abdul, 2008. *Hukum Perlindungan Konsumen (Kajian Teoretis dan Perkembangan Pemikiran*, Nusa Media, Bandung.

Shidarta, 2006. *Hukum Perlindungan Konsumen Indonesia* edisi Revisi 2006, Gramedia Widiasarana Indonesia, Jakarta.

Daryanto dan Ismanto Setyobudi, 2014. *Konsumen dan Pelayanan Prima,* Yogyakarta;Gava Media.

Nilasari & Istiatin, Eswika, 2015. Pengaruh Kualitas PelayananTerhadap Kepuasan Konsumen Pada Dealer PT.Ramayana Motor Sukoharjo, *Jurnal Paradigma Vol. 13, No. 01, ISSN : 1693-0827*.

Sumarwan, Ujang, dkk, 2013. *Riset Pemasaran dan Konsumen;Panduan Riset dan Kajian:Kepuasan, Perilaku Pembelian, Gaya Hidup, Loyalitas, dan Persepsi Resiko,*Bogor;IPB Press.

Sugiono, 2007. *Metode Penelitian Kuantitatif Kualitatif dan R & D*, Cet Kedua, (Bandung: Alfabeta).

Aburrahman, Dudung, 2007. *Pengantar Metode Penelitian* (Yogyakarta Kurnia Alam Semest,).

John, Creswell, 2009. *Research Design: Pendekatan Metode Kualitatif, Kuantitatif dan Campuran*. Cet, 4.

Sugiono. 2014. *Metode Penelitian Bisnis. Cet. 18 (Bandung: Alfabeta CV)*.

Muhammad, 2008. *Metode Penelitian Ekonomi Islam, Pendekatan Kuantitatif*. (Jakarta: PT Rajagrafindo Persada).

Ulber , Silalahi, *Metode Penelitian Sosial.* Cetakan Ketiga. (Bandung: PT Refika Aditama).

Irawan, 2011. *Metode Penelitian Sosial, Suatu Tekhnik Penelitian Bidang Kesejahteraan Sosial Dan Ilmu Sosial Lainnya.* Cet Kedelapan, (Bandung: PT REMAJA ROSDAKARYA).

Hadari, Nawawi, 2012. *Metode Penelitian Bidang Sosial.* Cetakan ketigabelas. (Yogyakarta: Gadjah Mada University Press).

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/Mahasisa
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

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

Alasan :						
7	Warna ruangan meningkatkan efisiensi, menimbulkan kesan rileks, serta mengurangi tingkat kecelakaan.					
Alasan :						
8	Tata visual ruangan mampu menyampaikan pesan – pesan secara grafis dan Tata cahaya mampu mendukung pelaksanaan aktivitas pelanggan.					
Alasan :						
9	Peralatan Ibadah tersedia di dalam Kamar seperti (Sajadah, Al-quran, dll)					
Alasan :						
10	Tersedia penyekat antara urinoir satu dengan urinoir yang lain untuk menjaga pandangan di kamar mandi tamu					
Alasan :						
11	Tidak tersedia akses untuk pornografi dan tindakan asusila dalam bentuk apapun					
Alasan :						
12	Public bar Tidak Menyediakan minuman beralkohol					
Alasan :						

UNIDA GONTOR
جامعة دار السلام كونتور
VERSITY OF DARUSSALAM GONTOR

Faculty of Economics and Management
كلية الاقتصاد والإدارة

Nomor : 146/B-a/C/FEM-UNIDA/I/1440 Siman, 29 September 2018
Lampiran : -
Hal : **Mohon Izin Penelitian**

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

Bismillahirrahmanirrahim,
Assalamu'alaikum Warahmatullahi Wabarakatuh.

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

Nama	: **Ahmad Abdurrafi'i**
Fakultas/ Semester	: Ekonomi dan Manajemen/ IX
Jurusan	: Ekonomi Islam
NIM	: 35.2105.4.1.0652
Judul Penelitian	:

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

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

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

Ketua Program Studi
Ekonomi Islam,

Royyan Ramdhani Djayusman, M.A
NIY. 080219

SOFYAN HOTEL

SURAT KETERANGAN

No : 052/HRD/SHC/IX/2018

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

N a m a	:	***Ahmad Abdurrafi'i***
NIM	:	***35.2014.4.1.0652***
Kampus	:	***Universitas Darussalam Gontor***
Fakultas	:	***Ekonomi & Manajemen***

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

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

Demikian surat keterangan kami buat agar yang berkepentingan menjadi maklum.

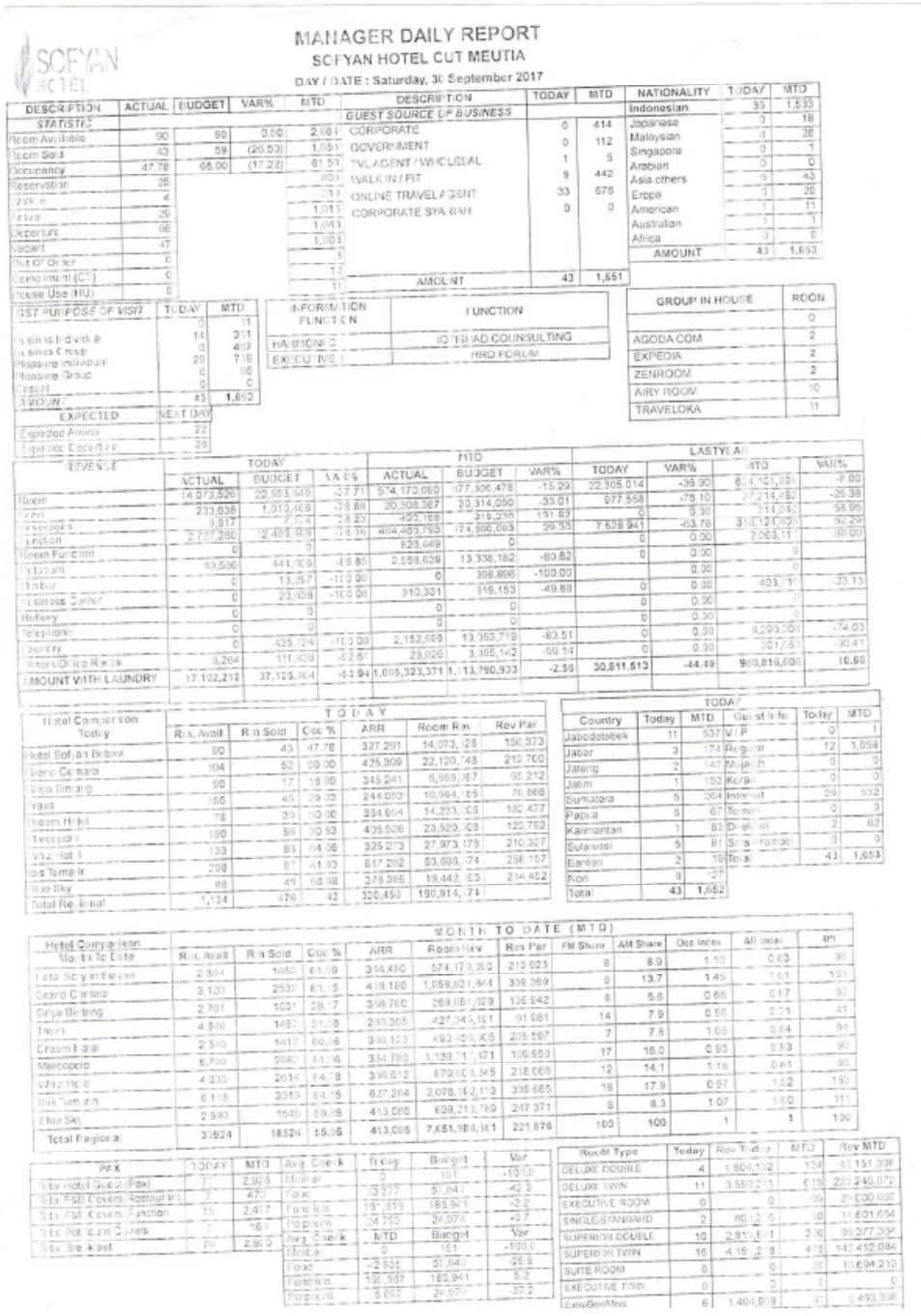
Jakarta, 13 September 2018

PT. SOFYAN HOTELS *Tbk.*

PT Sofyan Hotels Tbk.

RAHMAT TRIUTOMO
HR Bid Diklat

Jl. Cut Meutia No. 9 Jakarta 10330 - INDONESIA
P. +62 21 316 0130, 390 5011 F. +62 21 319 35336
www.sofyanhotel.com



SOFYAN HOTEL

MANAGER DAILY REPORT

SOFYAN HOTEL CUT MEUTIA

DAY / DATE : Saturday, 30 September 2017

DESCRIPTION	ACTUAL	BUDGET	VAR%	MTD
STATISTIC				
Room Available	90	90	0.00	2,681
Room Sold	43	59	(29.50)	1,651
Occupancy	47.78	65.00	(17.22)	61.57
Reservation	26			1001
Walk in	4			313
Arrival	29			1,015
Departure	66			1,043
Vacant	47			1,030
Out Of Order	0			1
Compliment (CT)	0			13
House Use (HU)	0			11

DESCRIPTION	TODAY	MTD
GUEST SOURCE OF BUSINESS		
CORPORATE	0	414
GOVERNMENT	0	112
TVL AGENT / WHOLESAL	1	5
WALK IN / FIT	9	442
ONLINE TRAVEL AGENT	33	678
CORPORATE SYA SMR	0	0
AMOUNT	43	1,651

NATIONALITY	TODAY	MTD
Indonesian	35	1,593
Japanese	0	18
Malaysian	0	28
Singapore	0	1
Arabian	0	0
Asia others	0	43
Eropa	3	20
American	1	11
Australian	1	1
Africa	0	0
AMOUNT	43	1,653

GST PURPOSE OF VISIT	TODAY	MTD
	0	11
Business Individ a	14	311
Business Group	0	407
Pleasure Individual	29	718
Pleasure Group	0	96
Cancel	0	0
AMOUNT	43	1,653

EXPECTED	NEXT DAY
Expected Arrival	22
Expected Departure	39

INFORMATION FUNCTION	FUNCTION
HARMONIS	IQ TRAD COUNSULTING
EXECUTIVE	HRD FORUM

GROUP IN HOUSE	ROOM
	0
AGODA.COM	2
EXPEDIA	2
ZENROOM	2
AIRY ROOM	10
TRAVELOKA	11

REVENUE	TODAY			MTD			LASTYEAR		
	ACTUAL	BUDGET	VAR%	ACTUAL	BUDGET	VAR%	TODAY	VAR%	MTD	VAR%
Room	14,073,528	22,503,549	-37.71	574,170,060	477,306,478	-15.29	22,305,014	-36.90	6,4,101,000	-8.00
Food	233,638	1,010,465	-76.88	20,308,367	30,314,050	-33.01	977,558	-76.10	27,214,462	-25.38
Beverage	9,617	7,704	24.83	425,188	315,256	134.82	0	0.00	314,040	58.95
Laundry	2,737,280	12,489,909	-78.08	484,485,789	374,996,093	29.35	7,528,941	-63.78	318,121,205	52.29
Room Function	0	0		625,449	0		0	0.00	2,065,11	30.00
Telephone	10,586	444,905	-88.85	2,568,639	13,338,182	-80.82	0	0.00	0	
Minibar	0	13,367	-100.00	0	308,866	-100.00		0.00		
Business Center	0	23,008	-100.00	310,331	316,153	-49.88	0	0.00	403,71	-23.13
Refleksi	0	0		0	0		0	0.00		
Telephone	0	0		0	0		0	0.00		
Laundry	0	435,124	-100.00	2,182,666	13,353,719	-83.51	0	0.00	8,290,000	-74.03
Insert Office Rental	8,264	111,038	-92.81	28,026	3,355,142	-99.14	0	0.00	301,65	-90.41
AMOUNT WITH LAUNDRY	17,102,212	37,123,764	-53.94	1,016,323,371	1,113,790,933	-2.59	30,811,513	-44.49	980,816,000	10.66

Hotel Comparison Today	TODAY					
	Rm Avail	Rm Sold	Occ %	ARR	Room Rev	Rev Par
Hotel Sofyan Bidew	90	43	47.78	327,201	14,073,528	156,373
Grand Cemara	104	52	50.00	425,309	22,120,748	212,700
Griya Bintang	90	17	18.89	345,241	5,869,097	65,212
Hana	135	40	29.63	244,003	10,984,185	70,868
Dream Hotel	78	39	50.00	334,904	14,233,103	182,477
Teungku	190	58	30.53	439,506	23,529,409	123,792
Wiz Hotel	133	83	64.96	325,273	27,973,178	210,327
Ibis Tamarin	208	87	41.83	617,202	53,696,574	258,157
Blue Sky	86	46	68.98	378,385	18,442,165	214,452
Total Regional	1,134	476	42	320,450	190,914,174	

Country	TODAY		Guest Info	Today	MTD
	Today	MTD			
Jabodetabek	11	537	VIP	0	1
Jabar	3	174	Regular	12	1,058
Jateng	2	147	Majelis	0	0
Jatim	1	153	Koran	0	0
Sumatera	5	264	Internet	29	532
Papua	9	67	Tamu	0	0
Kalimantan	1	83	Delegasi	2	62
Sulawasi	5	81	Staf Ahli Gubernur	0	0
Bantan	2	19	Total	43	1,653
Non	0	27			
Total	43	1,652			

Hotel Comparison Month To Date	MONTH TO DATE (MTD)									
	Rm Avail	Rm Sold	Occ %	ARR	Room Rev	Rev Par	FM Share	AM Share	Occ Index	AR Index
Hotel Sofyan Bidew	2,884	1680	61.09	344,410	574,173,360	219,923	8	8.9	1.10	0.83
Grand Cemara	3,120	2532	81.15	418,180	1,058,831,844	339,369	9	13.7	1.45	1.01
Griya Bintang	2,701	1031	38.17	338,760	389,881,329	126,842	8	5.6	0.68	0.47
Hana	4,340	1467	51.08	233,305	427,343,151	91,981	14	7.9	0.99	0.71
Dream Hotel	2,340	1617	60.06	348,123	493,453,105	205,597	7	7.6	1.06	0.84
Mercopolo	5,730	2960	51.06	334,780	1,139,717,471	199,950	17	16.0	0.93	0.63
Wiz Hotel	4,235	2614	64.18	336,612	879,953,345	218,068	12	14.1	1.16	0.85
Ibis Tamarin	6,118	3313	54.15	627,204	2,078,152,113	330,685	18	17.9	0.97	1.32
Blue Sky	2,580	1545	59.88	413,085	638,213,719	247,371	8	8.3	1.07	1.00
Total Regional	33924	18524	55.06	413,085	7,651,980,301	221,878	100	100	1	1

PAX	TODAY	MTD
Ttl Hotel Guest (Pax)	77	2,908
Ttl F&B Covers Restaurant	2	472
Ttl F&B Covers Function	15	2,477
Ttl Pot Luch Covers	2	161
Ttl Breakfast	70	2,909

Today	Budget	Var
0	161	-100.0
3,377	57,841	-42.3
191,319	185,941	+2.2
24,702	24,078	+2.7
MTD	Budget	Var
0	161	-100.0
42,535	57,841	-26.5
192,597	185,941	3.2
5,892	24,078	-37.2

Room Type	Today	Rev Today	MTD	Rev MTD
DELUXE DOUBLE	4	1,561,112	134	43,151,338
DELUXE TWIN	11	3,550,213	615	220,240,072
EXECUTIVE ROOM	0	0	99	25,000,037
SINGLE/STANDARD	2	60,[illegible]	50	14,801,054
SUPERIOR DOUBLE	10	2,81[illegible]	390	99,377,392
SUPERIOR TWIN	16	4,19[illegible]	478	140,412,084
SUITE ROOM	0	0	30	10,694,212
EXECUTIVE TWIN	0	0	0	0
ExtraBed/Mas	6	1,404,909	47	9,493,398