



Consumers Staying Decisions at Sharia Hotel in Semarang City

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Abstract

The development of Islamic hotels in Semarang City is still lagging behind when compared to the development of Islamic hotels. This study aims to examine the effect of facilities, Islamic branding, and income on consumer stay decisions of Islamic hotels in Semarang City. This study uses a quantitative approach, namely research that uses data in the form of numbers, and the analysis uses statistics. The population in this study were Islamic hotel customers in Semarang City, namely Grasia Hotel, Omah Pelem Syariah Hotel, Graha Agung Hotel, and Hazel Syariah, totaling 58,906 people. The technique of determining respondents uses probability sampling techniques with stratified random sampling methods. Using the Slovin formula resulted in 100 respondents. This study uses primary data or data obtained directly from respondents, by providing a questionnaire in the form of written questions. The analysis technique uses multiple linear regression analysis methods with SPSS 26 statistical software. Each variable is measured using predetermined indicators. The results showed that facilities, Islamic branding, and income partially and simultaneously have a positive and significant effect on the decision to stay with Islamic hotel consumers in Semarang City. The percentage of the influence of facilities, Islamic branding, and income on overnight decisions is 79.4%, the rest is influenced by other variables not examined in this study.

Keywords: Facility, Islamic Branding, Revenue, Consumer Decision, Syariah Hotel

INTRODUCTION

The development of halal tourism in Indonesia has shown a positive trend in recent years. The Mastercard Cresentrating Global Muslim Travel Index (GMTI) report in 2021, places Indonesia as the 4th best halal tourist destination in the world. A year later, in 2022 Indonesia's ranking increased to second place. Furthermore, in 2023, Indonesia managed to reach the top rank, outperforming 138 other participating countries. The rapid development of halal tourism has also increased the halal tourism sub-sector, one of which is Sharia hospitality.

Semarang City has the highest average level of tourist visits compared to other regencies/cities in Central Java in 2020-2022 (Buku Statistik Pariwisata Jawa Tengah, 2022). The average number of tourists in that year reached 2,753,939 visitors. This results in the need for comfortable temporary lodging is crucial.

Semarang City is located in Central Java, which is also the capital of the province. The city has a population of almost 2 million, amounting to 1,680,981 people with the majority of the population being Muslim as many as 1,470,224 people (BPS Kota Semarang, 2022). Sharia hotels should be further

developed in Semarang City, given the large Muslim population in the city. Based on data from the Semarang City Government, there are 186 hotels in the region, but only 8 of them are Sharia hotels. This shows that the development of Islamic hotels in Semarang City is still lagging behind when compared to the development of conventional hotels.

According to the Fatwa of Dewan Syariah Nasional-Majelis Ulama Indonesia No: 108/DSN-MUI/X/2016 concerning "Guidelines for the Implementation of Tourism Based on Sharia Principles" Sharia hospitality business is:

"Providing accommodation in the form of rooms in one building equipped with food and beverage serving services, entertainment activities and various other facilities on a daily basis with the aim of making a profit which is carried out in accordance with sharia principles."

Companies need to observe changes in consumer behavior. Changes in consumer behavior can be used as research material to improve marketing strategies and provide useful products/services to meet consumer needs (Mas'ud, 2017).



LITERATURE REVIEW

Consumer Behavior

The main point in studying the theory of consumer behavior is that every consumer will allocate his limited income to buy goods or services available in the market that provide the greatest benefit (Sudarman, 1999). Pindyck & Rubinfeld (1995) explain that the theory of consumer behavior studies how consumers make decisions about allocating income among various goods and services to maximize their satisfaction.

The study of consumer behavior involves consumers' preferences/tastes and the budget constraints that limit their choices, (Pindyck & Rubinfeld, 1995).

a. Consumer Preferences

Preference is the basic factor of consumer choice in choosing a product compared to other products. Boediono (2008) states that the simplest way to study consumer preferences or behavior is found in the law of demand, which explains that if the price of an item increases, the amount of goods demanded by consumers will decrease and conversely.

b. Budget Constraint

In maximizing their satisfaction, consumers have limitations, namely how much budget funds are available to consume goods or services. In economics, it is called a budget line. The budget line is needed to describe all combinations of goods that consumers can obtain through spending all their income.

Through existing preferences and budgets, it can be seen how each consumer determines the goods or services to be purchased. Based on this, it can be assumed that consumers are able to make choices rationally, they choose goods or services to maximize the satisfaction they can get with the limited budget they have.

Islamic Consumer Behavior

The purpose of a Muslim's consumption is as a means of helping to worship Allah SWT. In this case, consumption for a Muslim is only an intermediary to increase strength in obeying Allah SWT, which has positive indications in his life. A Muslim will not harm himself in this world or in the hereafter, because he gives himself the opportunity to fulfill his consumption needs at an excessive level, making him busy pursuing and enjoying the pleasures of the world and forgetting his main task in life (Azziz, 2013).

Islam in terms of consumption prohibits luxury and excess but maintains a fair balance. A Muslim must pay attention to the principles of Islamic consumption (Hakim, 2012). This is in accordance with the words of Allah SWT in Q.S. Al-A'raf verse 31 which means:

"O Children of Adam! Dress properly whenever you are at worship. Eat and drink, but do not waste. Surely He (Allah) does not like the wasteful"

The verse explains about how the pattern and behavior of consumption in Islam is good and gives an explanation to humans to consume only what is reasonable and prohibits us from eating foods in an excessive manner. Halal food is food

that is legalized by Allah SWT and His prophet, both listed in the Qur'an and hadith.

Facility

Facilities can influence the decision to stay with Islamic hotel consumers. Hotels are accommodations that provide facilities. Facilities are means created to help launch functions and provide convenience. The more complete the facilities offered by a hotel, the higher the level of customer satisfaction and loyalty to the hotel (Annishia & Prastiyo, 2019).

Islamic Branding

Islamic Branding is defined as the application of a name that has Islamic elements or shows the characteristics of halalness in a good or service. A muslim's good understanding of halal haram encourages them to seek products and services that comply with Islamic sharia, and they will consider Islamic brands as their choice. Islamic Branding can influence consumer decisions in choosing an Islamic hotel as a place to stay. With the existence of Islamic Branding in Islamic hotels, it will attract more consumers to use Islamic hotel services, especially Muslim consumers.

Revenue

Income is the total receipt of households from salaries, profits, and other sources within a certain period of time (Fair, 2007). Consumers will decide to buy goods or services if they have sufficient budget. A limited budget will encourage consumers to buy a good or service that suits their preferences (Heotro, 2018).

METHODOLOGY

This research was conducted in Semarang. The approach in this study is a quantitative approach. The population in this study is the number of guests staying at Grasia Hotel, Omah Pelem Syariah Hotel, Graha Agung Hotel, and Hazotel Syariah in 2023. The population in this study amounted to 58,906 guests. The sampling technique used in this study was probability sampling technique, with a stratified random sampling approach using the Slovin formula. According to Sugiyono (2019), probability sampling is a sampling technique that has the same opportunity for each element (member) in a population to be selected as a sample member. Meanwhile, the stratified sampling technique is used when taking sample members from a population is carried out by looking at the strata that exist in the population and have been determined in accordance with licensing. The number of samples in this study was 100 which was calculated using the Slovin formula. The data in this study were obtained from a questionnaire given to respondents which was closed using a Likert scale.

Before analyzing the data, researchers conducted validity and reliability tests to test the feasibility and measure the level of consistency of the questionnaire. The data analysis technique uses multiple linear regression which is processed through the SPSS version 26 program. The analysis used to determine how much influence the independent variables, namely facilities (X1), Islamic branding (X2), and revenue (X3) have on the dependent variable, namely the decision to stay (Y).

The multiple linear regression analysis model is said to be good if it meets the classical assumptions. Therefore, a classic assumption test is required before performing regression analysis, which consists of normality test, heteroscedasticity test, and multicollinearity test. Data that has met the classical assumption test will be tested for partial influence (t-test), simultaneous influence (F test), and the coefficient of determination (R²).

RESULTS AND DISCUSSION

Validity Test

The validity test serves to prove whether or not the research instrument used is valid. Data can be said to be valid if the measuring instrument can be used to measure everything in accordance with its function and the results are valid (Sugiyono, 2019). From the research results, it is known that all question items in this study have a calculated r value greater than the r table value of 0.196. This means that all of the question items are entirely valid and can be used in research.

Reliability Test

The reliability test is carried out to ensure that the data measurement instrument produces consistent results when used continuously (Ghozali, 2011). To test reliability, it is done using Cronbach's Alpha. A variable is declared reliable if the Alpha coefficient value is above the Standard Alpha value of 0.60. From the research results it is known that the entire Cronbach's Alpha value for all variables is greater than the Standard Alpha value. Based on the results of data analysis, it can be concluded that all variables in this study are reliable.

Classic Assumption Test

Normality Test

The normality test serves to see each variable in the study whether it is normally distributed or not (Ghozali, 2011). To test these variables, a normality test is needed, which in this study uses the Kolmogorov-Smirnov test. Variables can be said to be normally distributed if the significance value is > 0.05. The significance value of the one-sample kolmogorov-smirnov normality test on the statistical test results shows a value of 0.070. Where the requirement in this normality test is the sig value. > 0.05, which means that the data is declared to have met the requirements in the normality test.

Multicollinearity Test

Multicollinearity detection is used to assess whether there is a correlation between the independent variables in the regression model. In a good regression model, there should be no correlation between the independent variables (Ghozali, 2011). The results of the statistical tests in this study, the tolerance value shows more than 0.1 and the Variance Inflation Factor (VIF) value shows less than 10, which means that the data has passed and there is no multicollinearity in it.

Heteroscedasticity Test

The heteroscedasticity test is intended to check whether the regression model occurs inequality of variance from residuals between one observation to another (Ghozali). Detection of heteroscedasticity in the regression model in the study was carried out through Spearman rank statistical testing. Based on the results of the Spearman rank heteroscedasticity test output, it can be seen that the 2-tailed sig value of each variable is greater than 0.05 so that there are no symptoms of heteroscedasticity.

Multiple Regression Analysis
Table 1 Multiple Regression Analysis

Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	0,369	0,735		0,502	0,671
facilities	0,207	0,074	0,221	2,814	0,006
<i>Islamic Branding</i>	0,270	0,076	0,355	3,571	0,001
income	0,203	0,046	0,382	4,410	0,000
Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	0,895	0,800	0,794	0,883	
ANOVA ^a					

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	Sum of Squares	df	Mean Square	F	Sig.
Regression	299,852	3	99,942	128,242	0,000
Residual	74,815	96	0,779		
Total	374,64	99			

Based on the results of the regression analysis in the table above, a multiple linear regression equation is obtained which can be formed from unstandardized coefficients as follows:

$$Y_i = 0,369 + 0,207 X_{1i} + 0,270 X_{2i} + 0,203 X_{3i}$$

Description :

Y: Consumer Decisions

X₁: Facility

X₂: Islamic Branding

X₃: Revenue

i: respondents, i = 1, 2, 3,.....100

Analysis of Coefficient Determination (R²)

The coefficient of determination serves to measure the extent of the model's ability to explain variations in the dependent variable. The coefficient of determination is between 0 (zero) and 1 (one). The coefficient of determination which is closer to the value of 1 (one) means that the more variation in the independent variable affects the variation of the variable.

Table 1 shows the output of the coefficient of determination, the coefficient of determination in this study is 0.794, which means that 79.4% of consumer decisions are influenced by facility variables (X1), Islamic branding (X2), income (X3), and the remaining 20.6% is influenced by other variables outside this study.

Hypothesis F Test

The F test or simultaneous influence significance test, aims to determine whether all independent variables included in the regression model together have an influence on the dependent variable. The F test results can be seen in the ANOVA table, provided that the calculated F value is greater than the F table with a significance value of less than 0.05.

Based on the results of the F test in Table 3, it shows that the F value is 128.242 with a significance level of 0.000. F count of 128.242 is greater than F table, namely 2.70 with a significance value of 0.000 which is smaller than 0.05. So it is concluded that the independent variables, namely facilities, Islamic branding, and income, have a positive and significant effect simultaneously on the decision to stay with Islamic hotel consumers in Semarang City.

Hypothesis T Test

The statistical t-test is a test used to test whether there is a partial influence of the independent variable (X) on the dependent variable (Y). The t-test is run by checking the Sig. value with a significance degree of 0.05 (α = 5%) or comparing the calculated t value with the t table. If the calculated t value is greater than the t table, it can be concluded that partially the dependent variable or H₀ is rejected and H_a is accepted.

The t-test analysis requires a t table value as a comparison, with a significance degree of 0.05 and a degree of freedom

value of 96 derived from df = 100 - 4 (df = n - k), where n is the number of respondents and k is the number of variables (independent and dependent), then the t table value is 1.98498. Based on the t-test output which can be seen in Table 1 and the calculation of the t-table, the following conclusions can be drawn:

a. The Effect of Facilities on Consumer Decisions

Based on the t-test results in Table 1, it shows that the t value of the facility variable (X1) shows a positive result of 2.814 with a significance level of 0.006. With t table 1.98498, then t count 2.814 > t table, using a significance limit of 0.05, the significance value is 0.006 < 0.05. So it can be concluded that facilities have a positive and significant effect on consumer decisions, which means that hypothesis I is accepted.

b. The Influence of Islamic Branding on Consumer Decisions

Based on the t-test results in Table 1, the t-count of the Islamic branding variable shows a positive result of 3.571 with a significance level of 0.001. With t table 1.98498, then t count 3.571 > t table, using a significance of 0.05, the significance value is 0.001 < 0.05. So it can be concluded that Islamic branding has a positive and significant effect on consumer decisions, which means that hypothesis II is accepted.

c. Effect of Income on Consumer Decisions

Based on the t-test results in Table 1, the t value of the income variable (X3) shows a positive result of 4.410 with a significance level of 0.000. With t table 1.98498, then t count 4.410 > t table, using a significance limit of 0.05, the significance value of 0.000 < 0.05. So it can be concluded that income has a positive and significant effect on consumer decisions, which means that hypothesis III is accepted.

Discussion

1. The Effect of Facilities on Consumer Staying Decisions for Sharia Hotels in Semarang City

The results of multiple linear regression tests show that the facility variable has a positive relationship to the consumer decision variable. From these results, it can be concluded that any increase in the halal label will increase the decision to stay with sharia hotel consumers. The results of the t-test conducted in this study show that the significance value of 0.006 is smaller than 0.05 and the calculated t value of 2.814 is greater than 1.9848 (t table value), so it can be concluded that the facility variable partially affects the consumer decision variable. Based on these results, the facility hypothesis has a positive and significant influence on Sharia hotel consumer stay decisions in Semarang City (H1) is accepted. This result is in line with the results of previous research by Janah & Sufyati HS (2022) which states that

facilities have a positive and significant effect on overnight stay decisions.

According to Pelawi & Rismawati (2024), facilities have a positive and significant effect on consumer decisions because facilities are an important factor that is often considered in consumer decision-making. Consumers tend to consider the convenience of the quality and practicality of the facilities provided by service companies before making decisions. In line with Damanik & Tambunan's research (2024) which explains that services are performance and cannot be felt like goods, customers tend to pay attention to facts related to services as evidence of quality. Physical facilities are one of the services and are closely related to the formation of consumer perceptions, with good facilities, consumers will feel the satisfaction of the services offered.

2. The Influence of Islamic Branding on Consumer Staying Decisions for Sharia Hotels in Semarang City

The results of multiple linear regression tests prove that the Islamic branding variable has a positive influence on the consumer decision variable. This is based on the t-test results that the significance value of 0.001 is less than 0.05 and the t value of 3.571 is greater than 1.98498 (t table value) so it can be concluded that the Islamic branding variable has a partial effect on the consumer decision variable. Based on these results, the Islamic branding hypothesis has a positive and significant influence on the decision to stay with Sharia hotel consumers in Semarang City (H2) is accepted. These results are in line with previous research by Andini et al., (2019) which states that Islamic branding has a positive and significant effect on overnight decisions. This is because companies that implement Islamic branding, by following Islamic laws, using Islamic brands, and aimed at Muslim consumers, the chances of getting Muslim consumers are getting bigger. Because religion also plays an important role in the decision-making process of Muslim consumers (Alserhan, 2010).

3. The Influence of Income on Consumer Staying Decisions for Sharia Hotels in Semarang City

The results of multiple linear regression tests show that the income variable has a positive and significant relationship to the consumer decision variable. This is based on the t-test results that the significance value of 0.000 is less than 0.05 and the t value of 4.410 is greater than 1.98498 (t table value) so it can be concluded that the income variable partially affects the consumer decision variable. Based on these results, the income hypothesis has a positive and significant influence on the decision to stay with Sharia hotel consumers in Semarang City (H3) is accepted. These results are in line with previous research by Anggraini et al., (2022) and Anggraini et al., (2022) which states that income has a positive and significant effect on overnight stay decisions. This is because income is closely related to consumer decisions. If the income received by consumers increases, it is not impossible for consumers to increase the quantity/quality of products or services to be purchased (Mujiono, 2018).

CONCLUSION

According to the results of the discussion that has been presented in this study, it can be concluded as follows:

1. Based on the results of multiple linear regression and partial significance test of influence (t-test) it can be concluded:
 - a. Facilities have a positive and significant influence on consumer decisions to stay at Islamic hotels in Semarang City. This means that by improving Islamic hotel facilities, it can increase consumer decisions to stay at Islamic hotels in Semarang City.
 - b. Islamic Branding has a positive and significant influence on the decision to stay overnight for Islamic hotel consumers in Semarang City. This means that Islamic branding can influence and increase consumer tendencies in deciding to stay at Islamic hotels in Semarang City.
 - c. Income has a positive and significant influence on the decision to stay overnight for Islamic hotel consumers in Semarang City. This means that increasing consumer income can influence consumer decisions to stay at Islamic hotels in Semarang City.
2. Based on the results of the simultaneous influence significance test (F test), it show that all independent variables, namely facilities, Islamic branding, and income simultaneously have a positive and significant effect on consumer decisions to stay at Islamic hotels in Semarang City.
3. Based on the results of the coefficient of determination (Adjusted R²), the test results show a value of 0.794. Thus 79.4% of consumer decisions to stay at Islamic hotels in Semarang City are influenced by facility variables (X1), Islamic branding (X2), income (X3) while the remaining 20.6% is influenced by independent variables not examined in this study.

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