



DETERMINANTS OF MUSLIM FAMILY'S STAYING INTEREST AT A SHARIA HOTEL IN SURAKARTA

*Fendy Kurniawan¹, Lia Ardiana Safitri²

¹Akademi Pariwisata Stipary, Yogyakarta, Indonesia, Email: fendywawan1202@gmail.com

²Akademi Pariwisata Stipary, Yogyakarta, Indonesia, Email: liaardiana16@gmail.com

*(Correspondence author)

ABSTRACT

Article History

Submitted:

16 January 2025

Reviewed:

15 March 2025

Accepted:

17 April 2025

Published:

15 May 2025

The concept of halal tourism is a concept that integrates sharia values into tourism activities by providing facilities and services that comply with sharia provisions. halal purposes. Meanwhile, the aim of this research is to determine the influence of products, services and management on Muslim families' interest in staying overnight at sharia hotels in Surakarta. The population in this study were hotel customers/consumers who were staying at sharia hotels in Surakarta, while the sample was 36 hotel customers/consumers who were staying at sharia hotels in Surakarta. The results of this research are that the product variable (X1) has a significant effect on interest in staying overnight. The service variable (X2) has a significant effect on interest in staying

and the management variable (X3) has a significant effect on interest in staying.

Keywords: Products; Services; Management and Interest in Staying

INTRODUCTION

Halal tourism is part of the tourism industry aimed at Muslim tourists, both foreign and national. Tourist services in halal tourism refer to Islamic rules. Halal tourism is not only religious or pilgrimage tourist attractions, but rather its implementation prioritizes services based on halal standards for Muslims.

Standardization in tourism is an effort to develop facilities, procedures, and actions in a certain way to ensure that the quality of service provided to customers has met the needs of tourists well. For Muslim tourists, the need for standardization of tourism services is very different from other types of international tourists. The need for worship and daily worship facilities sometimes cannot be accommodated by the international tourism industry. The provision of halal food, the provision of separate facilities for men and women, prayer facilities and so on are some points that have not been fully considered in the application of international tourism standards.



As the Sharia economy continues to develop in Indonesia, currently many institutions apply Sharia principles in running their businesses, such as Sharia banking, Sharia insurance, Sharia mutual funds, Sharia capital markets and the business sector in the hotel sector also apply Sharia principles. As a result, quite a few hotels have begun to apply Sharia principles in carrying out their business operations (Warits, 2010: 9). According to Shamim, 2009; Yuni and Nor 'Ain, 2010; Yusof and Muhammad, 2013, Syariah-Compliant Hotel (SCH) is a relatively new concept. SCH is also known as a Sharia hotel, which can be interpreted as a hotel that provides services in accordance with Sharia principles. The word "Shariah" is considered a code of ethics that regulates the lives of Muslims (Saad, Ali, and Abdel Ati, 2014).

Sharia hotels have their own unique characteristics in offering their services, however, the variables influencing the choice of sharia hotels for guests are basically almost the same as general hotels. Hotel marketing managers must consider marketing mix variables for services. The services marketing mix according to Zeitaml and Bitner (2009) consists of 7Ps, namely: Product, Price, Promotion, Place (Marketing channels), People of participants, Process, and Physical Evidence. So to find out the decision variables of hotel guests to choose a place to rest, it is adjusted to these variables.

Sharia Hotels are one model of hotel that offers facilities that are in accordance with Islamic values, so as to minimize the practice of adultery, alcohol, psychotropic substances, and gambling. If hotels are firm in enforcing conditions for visiting guests, then people will also think twice about committing criminal offenses. Syariah Hotels are one of the attractive offers in order to improve the moral quality and noble character of the Indonesian nation. The maqashid Sharia values promoted in this hotel are to provide value for the benefit of the community and to prevent immoral acts (Sabri, 2010).

The sharia hotel business is not easy, there are many requirements that must be met by investors, especially sharia principles themselves which are related to regulations. *halallan thoyiban*. These rules cover investment funds, management, plus food and drink. Everything must comply with Sharia. In this case, the operations start from Muslim clothing for hotel staff, selecting hotel guests, separating male and female guests who will use the facilities, to prohibiting alcoholic drinks. Sharia hotels are hotels that in their implementation process always use principles and are in accordance with Islamic or sharia principles. Where sharia hotels have several absolute criteria that must and apply to the sharia hotel business, the criteria are product aspects, service aspects and management aspects.

The implementation of halal tourism in Indonesia is still continuing to improve. Currently, the number of sharia accommodation is far behind the number of ordinary accommodation. Based on existing data, the number of sharia accommodation is only 243, while the number of regular accommodation is 8,626 (Team for the Acceleration of Halal Tourism Development, Indonesian Ministry of Tourism, 2016). According to Priyadi, a practitioner in the field of halal tourism, the lack of sharia accommodation that complements halal tourism is more due to the belief that halal tourism is still a side and complement to existing Umrah packages. In fact, halal tourism is an additional value to the sharia hotel business (Pratiwi, Fuji, Khazanah, 2021).

The concept of halal tourism is a concept that integrates sharia values into tourism activities by providing facilities and services that comply with sharia provisions. Halal purposes. Halal tourism is the activity of tourist visits to destinations and the tourism industry that provides product, service and tourism management facilities that comply with sharia. The implementation of halal tourism is based on the principles of transparency, accountability, justice and participation.

In the Islamic tradition there are several terms related to tourism. Among them is al-Sayr (Al-Sir), al-safar (travel), al-siyahah (Tourism), al-ziyarah (Al-Ziyarah), or al-rihlah (The Journey). Contemporary Arabic prefers the term al-siyahah for the concept of tourism (tourism) which in linguistic terms al-siyahah means going anywhere with any motive (absolutely not muqayyad). The Qur'an mentions the word al-siyahah in several places (Q.S. al-Taubah: 2 and 112).

A product is a collection of tangible and intangible attributes to be offered to potential buyers, which includes price, packaging and prestige as well as services that buyers may receive to feel satisfied. Likewise, Namira Hotel Syariah offers various facilities including a cafe, meeting room, equipped with a prayer room and other facilities. On the other hand, the management of Namira Hotel Syariah or other sharia hotels imposes certain requirements on prospective guests. One of the sharia rules that is applied is not accepting people of the opposite sex who are not muhrim to stay in the same room. This is done to anticipate the occurrence of adultery which is prohibited in Islam entering sharia hotels.

Meanwhile, service is every action offered by the hotel that is intangible (not physically tangible) and does not result in ownership. The hotel serves guests with friendliness and skill so that guests feel comfortable. The impression of comfort must be created so that hotel guests have the confidence to visit again when they are in Surakarta.

Halal tourism is a type of activity to create extended service of conditions regarding sharia principles and concepts so that it can attract Muslim tourists to this sharia industry. According to Battour (2015) that halal tourism is any tourism object or action which is permissible according to Islamic teachings to use or engage by Muslims in tourism industry. In other words, the halal tourism industry does not eliminate all the elements contained in conventional tourism, but rather complements existing tourism by applying concepts and principles in accordance with Islamic sharia.

The tourism ministry has collaborated with the National Sharia Council (DSN), the Indonesian Ulema Council (MUI), and the Business Certification Institute (LSU) to formulate various regulations regarding halal tourism. And in 2014, the Ministry of Tourism issued Guidelines for the Implementation of Sharia Hotel Businesses through Minister of Tourism and Creative Economy Regulation Number 02 of 2014. However, this regulation issued by the Ministry of Tourism has been deleted through Ministerial Regulation Number 11 of 2016 because it is considered no longer relevant to the development of existing halal tourism. Therefore, the regulations regarding sharia hotels are no longer valid. To regulate halal tourism from a regulatory vacuum, the DSN-MUI issued a fatwa regarding guidelines for organizing tourism based on sharia principles, namely Fatwa of the National Sharia Council of the Indonesian Ulema Council Number 108/DSN-MUI/X/2016. This fatwa regulates all sharia tourism activities, from the provisions of contracts (agreements)

carried out, provisions for hotels, tourist destinations, SPA, Sauana, Massage, travel agencies, as well as provisions regarding tour guides.

Sholeh and Kurniasih's (2021) research on Sharia Principles in Hotel Management. The research results show that the application of sharia principles at the Bayt Kaboki Hotel is in accordance with the MUI DSN Fatwa. However, there are several aspects that need to be improved regarding sharia hotel provisions, such as the halal food and beverage certification period at the Bayt Kaboki Hotel restaurant which has expired (expired). Apart from that, Bayt Kaboki Hotel does not yet have hotel service guidelines that comply with sharia principles, and has not used the services of Sharia Financial Institutions in providing services in hotel management. Provisions regarding the obligation to use sharia banking at the Bayt Kaboki Hotel will be difficult to achieve and will be a limitation because the hotel is located in the Bali area.

LITERATURE REVIEW

A hotel is a building that is managed commercially to provide lodging facilities to the general public with facilities including lodging services, luggage services, food and beverage services, use of the furniture and decorations inside as well as clothes washing services. Meanwhile, based on the Decree of the Minister of Post and Telecommunication No. Km 94/HK103/MPPT 1987, a hotel is a type of accommodation that uses part or all of its parts for lodging services, food and drink providers and other services for the general public which are managed commercially.

Sharia hotels are an inseparable part of sharia tourism activities, but along with the increasing number of Muslim tourists, it is not balanced by the development of sharia hotels. (Salma, Fitria Salahika, 2015). The General Chairperson of the Indonesian Hotel and Restaurant Association (PHRI) said: Sharia hotels still have a lot of room to grow in Indonesia. Last year, the growth of sharia hotels in Indonesia reached ten percent. (Aini, 2017).

There are many Sharia principles and rules that can be used as guidelines in managing Sharia hotels, including: honoring guests (*fal yukrim dhaifah*); peaceful, calm and safe (*salam*); open to all groups, meaning universal (*kaffatan lin-naas*); mercy for all groups and environments (*rahmatan lil 'aalam*); honest (*shiddiq*); trustworthy (*amanah*); consistent (*istiqomah*); helping each other in goodness (*ta'awun alal birri wat taqwa*) (Sofyan, 2007).

In DSN MUI Fatwa NO. 108 / DSN MUI / Sharia hotel business criteria are a qualification and/or classification formula that covers product, service and management aspects. Provisions related to sharia hotels are sharia hotels may not provide access to pornography and immoral acts; sharia hotels may not provide entertainment facilities that lead to polytheism, immorality, pornography and immoral acts; food and drinks provided by sharia hotels must obtain a halal certificate from MUI; providing adequate facilities, equipment and means for carrying out worship, including washing facilities and hotel managers and employees are required to wear clothing that complies with sharia, sharia hotels are required to have guidelines and/or guidelines regarding hotel service procedures to ensure that hotel services are provided in accordance with sharia principles; and

sharia hotels are required to use the services of Sharia Financial Institutions in providing services.

Assauri in Arumsari (2012) argues that products are factors contained in an item or result that cause the item or result to be in accordance with the purpose for which the item or result is intended. According to Tjiptono (2008) there are three the dimensions of a product. The first is performance (performance), relates, durability (endurance), conformance, and features.

Service quality is not based on service providers but based on consumer assessments because consumers consume and enjoy products/services so they can determine service quality. Kotler (2012) states that there are five dimensions of service that must be met, namely Physical Evidence (Tangibles), Empathy, Reliability, and Responsiveness,

Management in the Big Indonesian Dictionary provides the understanding that management comes from the word if or processing, meaning process, making or how to manage (Podo, 2013). Hotel management is a process of activities in the library which includes activities ranging from processing to serving hotel users.

According to Simamora (2002) Interest is something personal and related to attitudes, individuals who are interested in an object will have the strength or encouragement to carry out a series of behaviors to approach or obtain that object.

According to Basrah and Samsul (2012) there are four dimensions of repurchase interest, namely transactional interest, referential interest, preferential interest, and exploratory interest.

METHOD

There are four objects in this research. They are Assalam Syariah Hotel which is located on Jl. Garuda Sir, Horizon Aziza Hotel Syariah is located on Jl. Captain Mulyadi No. 115, The Amrani Hotel Syariah is located on Jl. Slamet Riyadi No. 534, and Multazam Hotel Syariah is located on Jl. Garuda Mas No. 4b.

Research subjects or informants are people who can provide key information and information about the problems needed in the research (Prastowo, 2016:195).

The subject of this research is usually called determining the data source. The subjects in this research were: 36 informants as hotel customers/consumers who were staying at sharia hotels in Surakarta. Determining research subjects was carried out using purposive sampling where the technique was based on determining samples based on criteria (Sugiyono, 2010). Meanwhile, the sample in this study was 36 hotel customers/consumers who were staying at the Syariah Hotel Surakarta.

There are four variables in this research. They are product, service, management, and consumer interest. A product is anything that can be offered to a market or society to fulfill a want or need, including physical goods, services, experiences, events, people, places, property, organizations and ideas (Kotler, 2009). Service is the process of fulfilling needs through the activities of other people carried out directly. Based on this understanding, it can be said that service is an activity that aims to help prepare or fulfill what other people need (Moenir, 2002). Management is a form of effort to control and utilize all resources that according to

a plan are needed to achieve a certain goal. A synonym for the word management is management, namely mobilizing, organizing and also directing human efforts to utilize effectively and optimally materials and facilities to achieve a predetermined goal (Tjiptono, 2008). And consumer interest is hidden desires in the minds of consumers. Consumer buying interests are hidden within each individual where no one can know what consumers want and expect. (Shahnaz, 2016).

RESULTS AND DISCUSSION

Multiple linear regression is a data analysis technique to determine the influence of product, service and management variables (X) on the interest in staying overnight variable (Y). Using the SPSS 21.0 computer program, the regression coefficients obtained from the data processing results are:

Table 1. Multiple Linear Regression Test Results

Variable	Beta Coefficient	t _{count}	Sig
(Constant)	5,617	3,546	
Product	0,508	5,835	0,000
Service	0,15	2,234	0,029
Management	0,234	3,986	0,000
R = 0,799	F _{count} = 38,895		
R ² = 0,639	Sig = 0,000		
Adjusted R ² = 0,622			

Based on table 4.11, an equation function can be created:

$$Y = 5,617 + 0,508X_1 + 0,150X_2 + 0,234X_3 + e$$

From the equation above, it can be interpreted as follows:

Coefficient $b_1 = 0.508$ indicates that if the other variables are constant, then every time the product value increases, the value of interest in staying overnight will increase by 0.508.

Coefficient $b_2 = 0.150$ indicates that if the other variables are constant, then every time the service value increases, the value of interest in staying overnight will increase by 0.150.

Coefficient $b_3 = 0.234$ shows that if the other variables are constant, then every increase in the management value will increase the interest in staying overnight value by 0.150.

According to Ghazali (2011) the accuracy of regression testing can be estimated in actual values by measuring using Good of Fit. In statistical goodness of fit, it is measured using: Coefficient of Determination Test (R^2), F Test (Model Accuracy Test), T-statistical test.

To find out how much variation in changes in product, service and management variables is able to explain variations in changes in the interest in staying overnight variable using the coefficient of determination (R^2).

Table 2. Coefficient of Determination Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799	.639	.622	1.44755

Based on Table 2, the results of data analysis show that R square (R^2) is 0.622, meaning that the variation in changes in interest in staying overnight variables can be explained by product, service and management variables of 62.2%. Meanwhile, the remaining 37.8% is explained by other variables outside the model.

Based on the results in table 3, it is known that together the product, service and management variables have a significant effect on interest in staying overnight (Y). The results are shown in the following table:

Table 3. F Test Results

Fcount	F _{table}	p-value	Information
38,895	3,15	0,000	Model Fit

Based on Table 3, the calculated F value is 38.895 with a significant value of 0.000 (below the value = 0.05). Therefore, the model used in this research can be said to be fit.

T-test was used to test the significance of the regression coefficient of each independent variable with the dependent variable. The calculations are as follows:

Table 4. Hypothesis Test Results (t Test)

Hypothesis	t _{count}	t _{table}	Sig	Criteria	Information
Product	5,835	1,984	0,000	< 0,05	Influential
Service	2,234	1,984	0,029	< 0,05	Influential
Management	3,986	1,984	0,000	< 0,05	Influential

The test of the influence of the product variable (X_1) on interest in staying overnight (Y) is as follows:

The product variable has a t_{count} value of 5.835 with a significance value of 0.000 which is smaller than $\alpha = 0.05$. This means that product (X_1) has a significant effect on interest in staying overnight.

The test of the influence of the service variable (X_2) on interest in staying overnight (Y) is as follows:

The service variable has a t_{count} value of 2.234 with a significance value of 0.029 which is smaller than $\alpha = 0.05$. This means that service (X_2) has a significant effect on interest in staying overnight.

The test of the influence of management variables (X_3) on interest in staying overnight (Y) is as follows:

The management variable has a t_{count} value of 3.986 with a significance value of 0.000 which is smaller than $\alpha = 0.05$. This means that management (X_3) has a significant effect on interest in staying overnight.

There are three parts of discussion in this research. First, the products have a significant effect on interest in staying overnight. The product variable (X_1) has a

significant effect on interest in staying overnight. The provision of products at sharia hotels is in accordance with what is promised in the sense that all existing product offerings at sharia hotels are in accordance with the facilities provided. Information, advertising, promotion of Solo sharia hotel products that have been exposed on social media, online websites and so on are in accordance with the reality of sharia hotel products so that information reaches customers accurately and correctly.

Second, the service has a significant effect on interest in staying overnight. The service variable (X_2) has a significant effect on interest in staying overnight. The services provided by sharia hotels in Surakarta are in accordance with the Islamic concept, the hotel provides the facilities needed by Muslims with a *mushola*, the provision of Qibla directions and *mukenas* and prayer mats in each room, even regarding water for ablution, there is a separation between the ablution faucet and the shower and bath. separate the closet from the ablution area.

And the last one, the management has a significant effect on interest in staying overnight. The management variable (X_3) has a significant effect on interest in staying overnight. These results show that sharia hotels in Surakarta on average have their own restaurants using MUI halal labeled food products and halal food processing. The process of monitoring the provision of food is carried out by management on a regular basis and the dress code for male employees is polite and female employees are neatly covered and wear headscarves.

CONCLUSIONS

The results of this research can be seen that the product variable (X_1) has a significant effect on interest in staying overnight, the service variable (X_2) has a significant effect on interest in staying overnight, and the management variable (X_3) has a significant effect on interest in staying overnight.

The writers suggest for hotel management to immediately submit certification to the MUI to obtain a Sharia Hotel Business certificate that does not yet have one. The second, sharia hotel management must include DPS in the company's organizational structure, because DPS is the controller of several aspects, namely service, product and management.

It is hoped that future researchers will be able to add variables that influence interest in staying at sharia hotels in Surakarta, not only product, service and management variables.

REFERENCES

- Aan, J. (2016). Industri Wisata Halal di Indonesia: Potensi dan Prospek. Jurnal Fakultas Syariah dan Ekonomi Islam, IAIN Syekh Nurjati Cirebon. Cirebon. 3(2), 215-235, URL <https://mpira.ub.uni-muenchen.de/74833/>.
- Aditya Pratomo dan Subakti A. G. (2017). Analisis Konsep Hotel Syariah Pada Hotel Sofyan Jakarta Sebagai World's Best Family Friendly Hotel. Jurnal Sains Terapan Pariwisata. 2(3).1-14. URL <https://jstp.polteksahid.ac.id/index.php/jstp/article/view/115/72>

- Adrian Adi Hamzana.(2017). Pelaksanaan Standarisasi Pelayanan Pariwisata Halal dalam Pengembangan Pariwisata di Nusa Tenggara Barat. Pena Justisia: Media Komunikasi dan Ilmu Hukum ,17 (2),1-16, URL <https://jurnal.unikal.ac.id/index.php/hk/article/view/545/492>
- Basalamah. Anwar. (2011). Hadirnya Kemasan Syariah dalam Bisnis Perhotelan di Tanah Air. Binus Bussiness Review, 2 (2), 1-7 URL <https://journal.binus.ac.id/index.php/BBR/article/view/1222/1090>
- Creswell, J.(2015). Research Design Pendekatan Kuantitatif dan Kualitatif. Yogyakarta: Pustaka Pelajar.
- Dewi Satriana, Eka. (2018). Wisata Halal: Perkembangan, Peluang, dan Tantangan. Dalam Profetika, Journal of Halal Product and Research (JHPR). 1(2).1-12. URL <https://e-journal.unair.ac.id/JHPR/article/view/10509/5804>
- Eko Kurniasih Pratiwi. (2017). Analisis Manajemen Hotel Adilla Syariah Yogyakarta (Tinjauan terhadap Fatwa DSN MUI No. 108/DSN-MUI/X/2016). Cakrawala: Jurnal Studi Islam , 12(1), 1-16, URL <https://journal.unimma.ac.id/index.php/cakrawala/article/view/1834/1060>.
- Fahrudin Ali Sabri.(2012). Perkembangan Hotel Syari'ah Di Indonesia; Mengonsep Pariwisata Islami. Karsa: Jurnal Sosial dan Budaya Keislaman,. 18(2).1-9. URL <http://ejournal.iainmadura.ac.id/index.php/karsa/article/view/82/74>
- Fatimah, N. H., & Ratnasari, R. T. (2015). Pengaruh Bauran Pemasaran Jasa Terhadap Nilai dan Niat Berperilaku Pelanggan Hotel Syariah Grand Kalimas Surabaya. JEBIS. 1(2).1-16. URL <https://ejournal.unair.ac.id/JEBIS/article/view/1447/1133>
- Fatwa DSN-MUI No. 18/DSN-MUI/X/2016 tentang Pedoman Penyelenggaraan Pariwisata Berdasarkan Syariah
- Firqah Annajiyah Mansyurah.(2018). Peluang dan Tantangan Bisnis Hotel Syariah Pada Masyarakat Kosmopolitan. Jurnal At-Taradh. 9(2).1-13 . URL <https://jurnal.uin-antasari.ac.id/index.php/taradhi/article/view/2511/pdf>
- Hafidhuddin, Didin dan Hendri Tanjung. (2003). Manajemen Syariah Dalam Praktik. Jakarta: Gema Insani Press.
- Hanik Fitriani.(2018). Proyeksi Potensi Pengembangan Pariwisata Perhotelan Dengan Konsep Syariah. Jurnal Muslim Heritage. 3(1).1-20 . URL <https://jurnal.iainponorogo.ac.id/index.php/muslimheritage/article/view/1257>
- Ibrahim, Andi.(2014). Pengantar Ilmu Perpustakaan dan Kearsipan. Jakarta: Gunadarma Ilmu.
- Janitra, M. Rayhan. (2003). Hotel Syariah Konsep dan Penerapan. Depok: Raja Grafindo Persada.
- Kotler, dan Keller. (2012). Manajemen Pemasaran. Edisi 12. Jakarta: Erlangga.
- Kristianto dan Kiswantoro. (2019). Analisis Loyalitas Pelanggan Hotel Syariah di Daerah Istimewa Yogyakarta. Kepariwisata: Jurnal Ilmiah, 13 (3),1-14, URL

<https://ejournal.stipram.ac.id/index.php/kepariwisataan/article/view/52/47>

- Lexy J. Moleong. (2014). Metode Penelitian Kualitatif. Rosdakarya. Bandung.
- Mudhafier, Fadlan. (2004). Makanan Halal. Jakarta: Zakia Press.
- Ningrum, Lestari dan Anggi Dito Dwiseptian. (2019). How Indonesian Tourist Motivation Can Encourage The Desire Have Been To Bangkok-Thailand. Kepariwisata: Jurnal Ilmiah, 13 (2), 1-10, URL <https://ejournal.stipram.ac.id/index.php/kepariwisataan/article/view/67>
- Permatasari, D. E., Hamid, D., & Wilopo. (2015). Penentuan Strategi Bisnis Manajemen Hotel Dalam Menghadapi Persaingan (Studi Kasus Di Quds Royal Hotel Surabaya). Jurnal Administrasi Bisnis (JAB). 27 (1). 1-8. URL <https://media.neliti.com/media/publications/86346-ID-penentuan-strategibisnis-manajemen-hote.pdf>
- Podo, Siswo Prayitno Hadi.(2013). Kamus Besar Bahasa Indonesia. Cet. VII; Jakarta: Pustaka Phoenix.
- Prastowo, Andi. (2016). Memahami Metode-Metode Penelitian: Suatu Tinjauan Teoritis dan Praktis. Jogjakarta: Ar-Ruzz Media.
- Rachmarwi, W. (2016). Evaluasi Strategi Bersaing Dalam Industri Hotel Studi Pada Hotel Sofyan Betawi. Jurnal Manajemen Bisnis Krisnadwipayana. 4 (3).1-16. <https://ojs.ekonomi-un kris.ac.id/index.php/JMBK/article/view/65/pdf>
- Raphael R. Kavanaugh, Jack D. Ninemeir. (1997). Hospitality Supervision, Second Edition, Educational Institute of The American Hotel and Motel Association, Michigan USA
- Rezeki, S., & Irwansyah, R. (2011). Strategi Komunikasi Change Management, Studi Kasus Perubahan Konsep Bisnis dari Hotel Konvensional ke Hotel Syariah. Jurnal Semai Komunikasi. 2(1).1-22. URL <https://www.dropbox.com/s/ib5hd4m0lnzoi72/jpkomunikasidd110045.pdf?dl=0>
- Rini, Wahyu. (2011). Manajemen Operasi Jasa. Yogyakarta: Graha Ilmu.
- Simamora.(2002). Panduan Riset Perilaku Konsumen. Jakarta: PT. Gramedia Pustaka Utama.
- Sihite Richard, Ssos. (2000). Hotel Management. SIC. Surabaya
- Sofyan, Riyanto. (2011). Prospek Bisnis Pariwisata Syariah. Jakarta: Republika.
- Sucipto, Hery dan F. Andayani. (2014). Wisata Syariah. Jakarta Selatan. Grafindo Books Media dan Wisata Syariah Consulting.
- Sugiyono. (2010). Metode Penelitian Kuantitatif Kualitatif dan R & D. Penerbit Alfabeta. Bandung
- Sulistiyono, Agus. (2011). Manajemen Penyelenggara Hotel. Bandung: Alfabeta.
- Sunaryo. (2013). Kebijakan Pengembangan Destinasi Pariwisata Konsep dan Aplikasinya di Indonesia. Yogyakarta. Gava Media.
- Sutopo. (2001). Metodologi Penelitian Kualitatif. Surakarta: Sebelas Maret University Press.

- Suwartoro, Gamal. (2004). Dasar-dasar Metodologi Penelitian: Yogyakarta. Andi
- Suwena dan Widyatmaja. (2010). Pengantar Dasar Ilmu Pariwisata. Denpasar-Bali. Udayana University Press.
- Tjiptono, Fandy.(2008). Strategi Pemasaran. Edisi 3. Yogyakarta: Andi
- Wijayanto, Dedy. (2019). Pengembangan Wisata Halal Guna Meningkatkan Perekonomian Masyarakat Dan Menarik Minat Kunjungan Wisatawan. Sekolah Tinggi Pariwisata Trisaksi.
- Yuniati. (2017). Green Hotel : Tinjauan Konsep dan Prakteknya di Indonesia.

AUTHOR BIOGRAPHY

Fendy Kurniawan, currently as a hotel lecturer at the Akademi Pariwisata Stipary, Yogyakarta. NIDN: 0512028601. Email : fendywawan1202@gmail.com
Scholar ID: wF4Ud4MAAAAJ
SINTA ID : 6829899

Lia Ardiana Safitri, currently as a hotel lecturer at the Akademi Pariwisata Stipary, Yogyakarta. NIDN: 0516078701. Email : liaardiana16@gmail.com
Scholar ID: RND6D_0AAAAJ
SINTA ID : 6796589