

Catering To Guest Satisfaction: Assessing The Influence Of Service Quality And Sharia Compliance

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Abstract . This research aims to examine the influence of service quality and the implementation of Sharia principles on guest satisfaction at Hotel Namira Syariah in Pekalongan. The population of this study consists of guests who have stayed at Hotel Namira Syariah Pekalongan, with a sample size of 96 respondents. Data collection was done through questionnaires, and the analysis includes validity, reliability, multiple linear regression analysis, *t*-test, *F*-test, and coefficient of determination analysis. The results of this study indicate that service quality has a positive impact on guest satisfaction, and the implementation of Sharia principles also has a positive influence on guest satisfaction. The *F*-test shows that service quality and the implementation of Sharia principles have a simultaneous and significant impact on guest satisfaction at Hotel Namira Syariah Pekalongan. In the multiple linear regression analysis, the variable of service quality has a more dominant influence on guest satisfaction (the dependent variable) with a coefficient of 0.351. The findings of this study suggest that to enhance guest satisfaction at Hotel Namira Syariah Pekalongan, there is a need for improvements in both service quality and the implementation of Sharia principles.

Keywords: Service Quality; Implementation of Sharia Principles; Guest Satisfaction

INTRODUCTION

Indonesia, home to the world's largest Muslim population, has an obligation to create an Islamic atmosphere in various aspects of national life. There is a growing perception of the Sharia industry, extending even into the realm of business, particularly in the field of halal tourism (Azmin, 2016). To advance the Sharia tourism industry, the Indonesian Ministry of Tourism launched the Indonesia Muslim Travel Index (IMTI) program in 2018. Malaysia held the top position as the world's best Sharia tourism destination, followed by Indonesia and the United Arab Emirates, both ranking second. Within Indonesia, the hospitality business is a significant component of the tourism industry, and its development is on the rise. Hotels, which fall under the service sector, particularly in accommodation, cater to guests with various purposes, including tourists, business travelers, those seeking relaxation, and more. The establishment of Sharia-based hotels can be seen as contributing to the creation of societal order, as Sharia-compliant hotels offer an appealing option to enhance the moral and noble character of the Indonesian nation (Hadiasali, 2022). Hotel Namira Syariah is an accommodation with an Islamic ambiance, setting it apart from other hotels by providing services and facilities that reflect Islamic and religious values. For instance, all employees here adhere to Sharia guidelines by dressing modestly. Despite the religious atmosphere and Islamic values, this hotel is expected to continue delivering maximum comfort and service to its customers. However, there are still many shortcomings in the services provided to guests by

the hotel staff. These shortcomings include a lack of readiness when serving guests, especially when guests require assistance with their luggage to their rooms. This lack of preparedness results in a discrepancy between the service quality provided by the staff and guests' expectations. Every company must understand the behavior and desires of its customers (Adirestuty, 2019). If customers are satisfied and content with the hotel's facilities, they will provide positive feedback and become repeat customers. To support the process of improving service quality, several elements are required. For example, surveys or guest observations, including input, opinions, and feedback on the services provided. Service quality can be defined as the level of guest satisfaction. Guest satisfaction, in turn, can be determined by comparing the actual service received by guests with the service they expected.

METHOD

The research method used is a quantitative research method that involves a questionnaire as a tool to collect factual and up-to-date data. This questionnaire will be filled out by 96 respondents who are guests staying at Hotel Namira Syariah Pekalongan. The questionnaire will contain questions about the influence of service quality and the implementation of Sharia principles on guest satisfaction. In measuring the instrument's validity, a validity test is used to assess the level of validity of the questionnaire. Additionally, a reliability test is also conducted to measure the degree of consistency and stability of data over a certain interval of time. Data will be collected through a questionnaire technique containing a series of statements related to service quality, the implementation of Sharia principles, and guest satisfaction. Respondents will provide their responses using a Likert scale, which consists of categories such as Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), and Strongly Disagree (SD). This research method will provide a better understanding of the influence of service quality and Sharia principles on guest satisfaction at Hotel Namira Syariah Pekalongan.

RESULTS AND DISCUSSION

Service Quality

Service quality is the level of excellence expected and controlled to meet customer desires. In the service industry, providing quality service to customers is an absolute necessity for a company to achieve success (Davras, 2021). Thus, service quality is a way to measure the extent of the gap between reality and customer expectations regarding the service received. The common standard for hotel customer satisfaction is when they get what they

have paid for. There are several SERVQUAL dimensions (Alsharari, 2020). These dimensions were created to measure service quality using a questionnaire. The SERVQUAL technique helps determine the extent of the gap between customer expectations and the service received. SERVQUAL consists of 5 dimensions (Martínez Caro & Martínez García, 2008). The relationship between the five SERVQUAL dimensions and the implementation of Sharia principles in Sharia-based hotel services can be explained as follows:

Tangibles: The Tangibles dimension in SERVQUAL is related to the physical evidence in services. In the context of Sharia-based hotels, this may include physical evidence reflecting the implementation of Sharia principles, such as interior design complying with Sharia rules, the appearance of employees dressed according to Sharia, and facilities supporting religious practices. This contributes to the image that the hotel genuinely adheres to Sharia principles.

Reliability: The Reliability dimension emphasizes the reliability or dependability of the services provided. In Sharia hotels, this can be linked to the certainty that the services provided comply with Sharia principles, such as serving truly halal food and providing facilities for religious practices, such as prayer rooms. Guest confidence in the reliability of the hotel's services is related to Sharia principles.

Responsiveness: The Responsiveness dimension highlights the responsiveness in providing fast and attentive services. In the context of Sharia-based hotels, this includes responsiveness in meeting the needs of guests related to Sharia principles, such as providing information about prayer times, offering Sharia-compliant food, and providing special services during Ramadan. Responsiveness creates satisfaction for guests seeking a good Sharia experience.

Assurance: The Assurance dimension relates to the assurances given by the hotel to guests. In Sharia-based hotels, this includes the assurance that Sharia principles are upheld. This encompasses the polite behavior of employees, effective communication of Sharia rules, and employees' knowledge of Sharia principles. Assurance builds guest confidence in the implementation of Sharia principles in the hotel.

Empathy: The Empathy dimension focuses on personal attention and concern for the desires and needs of guests. In Sharia-based hotels, individuals who pay attention to the specific needs of guests related to Sharia principles create a more empathetic experience. This includes understanding guest needs for halal food, prayer facilities, or information about Sharia principles (Azmin, 2016). Empathy provides comfort for guests who prioritize Sharia values. Therefore, the five SERVQUAL dimensions can be used as a tool to measure service quality in the context of Sharia-based hotels, considering the implementation of Sharia principles in each dimension. This helps create an experience that aligns with Sharia values for guests and maintains the integrity of the hotel as a Sharia-based establishment (Hadiasali,

2022).

Implementation of Sharia Principles

A Shariah-compliant hotel is a type of accommodation that operates based on the principles of Islamic teachings (Henderson, 2010). While its operational services are similar to conventional hotels, Shariah-compliant hotels align with Islamic spiritual values in their management and operations. The Guidelines for Organizing Tourism Based on Shariah Principles specify several requirements that Shariah-compliant hotels must adhere to: Clean Content: Shariah-compliant hotels must ensure there is no access to pornographic material or indecent behavior within their facilities or services. Islamic Entertainment: Entertainment facilities provided by Shariah-compliant hotels should conform to Shariah principles and should not contain elements of polytheism, vice, pornography, or indecency. Halal Food and Beverages: All food and beverages served in Shariah-compliant hotels must have halal certification from the Indonesian Ulema Council (MUI) (Maghrifani, 2018). Worship Facilities: Shariah-compliant hotels should provide adequate facilities, equipment, and spaces for worship, such as a prayer room or an area for ritual cleansing. Modest Dress: The management and staff of Shariah-compliant hotels must dress in accordance with Shariah principles, including modest attire and covering of the aurat (parts of the body that should be covered), as per Islamic rules. Service Guidelines: Shariah-compliant hotels must have guidelines or manuals that regulate service procedures to ensure that the services provided align with Shariah principles. Cooperation with Islamic Financial Institutions: In their operations, Shariah-compliant hotels are required to use the services of Islamic financial institutions as part of adhering to Islamic economic principles. By adhering to these guidelines, Shariah-compliant hotels aim to create an environment that supports Islamic values and provide services that align with Shariah principles for their guests. This makes Shariah-compliant hotels a choice for guests who wish to stay while adhering to Islamic guidelines and principles.

Guest Satisfaction

In the world of Sharia-compliant businesses, customer satisfaction is a product of customers' evaluation of products and services that conform to Islamic principles (Trisnaningtias, 2021). Satisfaction is achieved when customers realize that the products and services they've acquired not only meet their expectations but also align with their Islamic values. Every new interaction or experience with a Sharia-compliant product or service can affect a customer's satisfaction (Adirestuty, 2019). Satisfied customers in this context often share their positive experiences with others seeking products and services that adhere to Sharia principles. Attributes that contribute to customer satisfaction within Sharia-compliant

businesses, including: **Conformance to Sharia Expectations:** This dimension emphasizes how well products and services align with the expectations of customers regarding Sharia principles. It involves products and services that meet or even exceed the Sharia-based expectations. This relates to the adherence of employees to Islamic values during service delivery and the consistency of provided facilities with Sharia requirements. **Willingness to Return in a Sharia Context:** This indicates a customer's eagerness to return to the use of Sharia-compliant products or services. It is shaped by the customer's prior experiences, such as being satisfied with services offered in harmony with Sharia principles, experiencing benefits from adhering to Islamic values, and having access to suitable facilities to support these practices. **Willingness to Recommend Sharia-Compliant Products and Services:** This reveals a customer's willingness to recommend Sharia-compliant products or services to others, including friends or family who share Islamic values. It hinges on customer satisfaction with services aligned with Sharia principles, the presence of Sharia-compliant facilities, and the value or benefits derived from consuming Sharia-compliant products and services. Customers are more likely to recommend these products and services when their experiences are consistent with Islamic principles. In this manner, customer satisfaction in the realm of Sharia-compliant businesses is shaped by customer evaluations of the quality of products and services concerning Islamic principles (Vegirawati, 2019). This satisfaction level influences a customer's intention to continue using Sharia-compliant products and services and to suggest them to individuals who also seek products and services adhering to Sharia principles.

Discussion

The analysis of the impact of service quality and the implementation of Sharia principles on guest satisfaction at Hotel Namira Syariah Pekalongan yields significant results: **Impact of Service Quality on Guest Satisfaction:** The analysis shows that there is a positive and significant impact of service quality on guest satisfaction at Hotel Namira Syariah Pekalongan. This is supported by the multiple linear regression results, which demonstrate that service quality contributes positively and significantly to guest satisfaction at a significance level of 5%. Thus, it can be concluded that service quality has a positive influence on guest satisfaction in this hotel. **Impact of the Implementation of Sharia Principles on Guest Satisfaction:** The analysis also indicates a positive and significant impact of the implementation of Sharia principles on guest satisfaction at Hotel Namira Syariah Pekalongan. The multiple linear regression results reinforce this finding by showing that the implementation of Sharia principles contributes positively and significantly to guest satisfaction at a significance level of 5%. In other words, the implementation of Sharia principles has a positive impact on guest

satisfaction in this hotel. Combined Impact of Service Quality and the Implementation of Sharia Principles on Guest Satisfaction: The analysis reveals that both variables, service quality and the implementation of Sharia principles, have a positive and significant combined impact on guest satisfaction at Hotel Namira Syariah Pekalongan. This is supported by the simultaneous significance test (F-test), which shows that the calculated F-value exceeds the critical F-value ($31.881 > 3.09$) with a significance value lower than the established significance level ($0.000 < 0.005$). Therefore, it can be concluded that these two variables together have a positive impact on guest satisfaction in this hotel. Variable with the Strongest Impact on Guest Satisfaction: Of the two variables tested, service quality demonstrates a stronger impact on guest satisfaction at Hotel Namira Syariah Pekalongan. This is evident from the beta coefficient in the t-test, which is 0.351. In other words, service quality has a more significant effect on increasing guest satisfaction. This indicates that providing excellent service is crucial in achieving guest satisfaction. When guests are satisfied with the service they receive, they are more likely to return for future stays, provide positive feedback, and recommend the hotel to others. Therefore, the hotel needs to pay special attention to improving their service quality, especially in the context of implementing Sharia principles, to ensure maximum guest satisfaction. By prioritizing service quality and the implementation of Sharia principles, Hotel Namira Syariah Pekalongan can ensure that guests feel satisfied, share positive experiences, and enjoy a comfortable stay. This will have a positive impact on the hotel's image and reputation in the community and support their business growth.

CONCLUSION

Based on the conducted evaluations, it can be concluded that there is a positive and significant influence of Service Quality on Guest Satisfaction, as well as a positive and significant impact of the Implementation of Sharia Principles on Guest Satisfaction at Hotel Namira Syariah Pekalongan, validating the first and second hypotheses. Moreover, when both Service Quality and Implementation of Sharia Principles are considered together, they still exhibit a positive and significant influence on Guest Satisfaction, confirming the acceptance of the third hypothesis. Notably, the Service Quality variable has a more pronounced effect on Guest Satisfaction compared to the Implementation of Sharia Principles variable in this context.

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