

# Dynamics of Halal Product Issues in the Development of Sharia Hotels in Tourist Attraction Areas of Pandeglang Regency, Banten Province

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**Abstract :** The development of sharia hotel tourism in Indonesia provides business opportunities for hotels to run their business based on sharia principles, hotels that carry from various corners in Indonesia from time to time are growing in line with the high interest of tourists in getting a resting place in accordance with religious demands. This is used by various hotels to capture business opportunities by establishing sharia hotels, opportunities which in English are called (opportunity) which means in accordance with KBBI are opportunities, opportunities are also an analysis used to find breakthroughs that allow a company or organization to develop. Meanwhile, the challenge for sharia hotels is the lack of information and socialization so that there are still many who do not understand the concept of sharia in sharia hotels. This is because information about the standardization of the establishment of sharia hotels itself is still not clearly depicted in the eyes of the public, especially for hotel business people, many sharia hotel entrepreneurs are still confused about the legality of the sharia hotel determination that must be owned as a reference, it is undeniable if some sharia hotel owners dare to operate their business only on the basis of their own personal Islamic understanding, so that the quality of management and operation is sometimes still not optimal. The sharia hotel object in Pandeglang Regency still needs a lot to be improved, starting from the facilities and infrastructure of sharia hotel objects, supporting infrastructure for tourists, ease of access to the location of sharia hotel objects, to the management of sharia hotel objects. In this study, the object of sharia hotels in Pandeglang Regency and sharia hotels in Carita Beach was taken as a sample to see how Muslim tourists perceived the service during their tour to the object of sharia hotels in Pandeglang Regency, Banten Province. From the results of the analysis of the questionnaire that has been distributed to 300 Muslim tourists who visited sharia hotel objects in Pandeglang Regency.

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## 1. Introduction

Etymologically (*Lughawi*) the word sharia comes from the Arabic word Al-Syariah which means "the path to the water source or the path that must be followed, namely the path towards the main source of life, the Arabs applied this term especially to the path to the water trough which is fixed and clearly marked with the eye, sharia is interpreted as the path of water because anyone who follows sharia will flow and be clean of soul. The word "Syariah" (*Al-Syariah*) existed in Arabic before the revelation of the Qur'an, the word which is synonymous with it is also in the Torah and Bible. The word Syri'ah in Hebrew is mentioned 200 times, which always implies the meaning of God's will which is revealed as a form of his power over all human actions.

Muhammad Rayhan Janitra , Noor Azzah Kamri put forward several terms that are often used in previous literature to explain the definition of hotels that are in accordance with Islamic teachings , including halal hotels ( *halal hotels* ), Islamic hotels ( *Islamic hotels* ), Muslim friendly hotels ( *Muslim friendly hotels* ) and Shariah Compliance Hotels ( *Shariah Compliance Hotels* ). Sharia hotels or sharia-based hotels are hotels that in the provision, procurement and use of products and facilities as well as in business operations do not violate sharia rules, strive with their systems to minimize and eliminate the occurrence of misuse of facilities by service users.

The definition of a Sharia Hotel is a hotel model that offers facilities in accordance with Islamic values , thus minimizing the practice of adultery, alcohol, psychotropic drugs, and gambling. If the hotel is strict in enforcing the requirements for guests, the public will also think twice about committing criminal offenses. Meanwhile, according to the regulation of the Minister of Tourism and Creative Economy Number 2 of 2014 concerning Guidelines for the Implementation of Sharia Hotel Businesses, namely a Sharia hotel business is a hotel business whose operations must meet the criteria of a Sharia hotel business that includes aspects of products, services, and management. Another definition mentioned in the DSN-MUI fatwa No.108/DSN-MUI/X/2016 concerning Guidelines for Organizing Tourism Based on Sharia Principles is "Sharia hotel business is the provision of accommodation in the form of rooms in a building that can be equipped with food and beverage services, entertainment activities and other facilities on a daily basis with the aim of obtaining profits that are carried out in accordance with sharia principles." Sharia Hotels are one of the attractive offers in order to improve the moral quality and character of the noble Indonesian nation, sharia hotels are starting to develop following the demands of today's society, developing sharia-based hotels is not like developing conventional hotels, basically there are several requirements that must be met such as the sharia principles themselves which cannot be separated from Islamic rules.

In its implementation, Sharia hotels carry out their business in accordance with the rules and theories of Sharia business and in accordance with Islamic principles such as: *first*, must be trustworthy in carrying out work. *Second*, no fraud. *Third*, do not seize the rights of others. *Fourth*, do not do things that harm others (fraud, lying, perjury, bribery, and gossiping) and the most important thing, is to always provide optimal service. The description of the values that exist in Sharia hotels actually include moral Universalism which is considered good not only in Islam, but has entered into values that can be accepted by *the world's cosmopolitan community* . For example, with the existence of Sharia hotels, immoral acts, infidelity, drunkenness, and sps plus-plus which are closely attached to conventional hotels make people restless and uncomfortable can be minimized, cosmopolitan society assumes that every human being has the same duties and obligations wherever he is. Therefore , as a human being, everyone is required to live and act as a human being so that he can be considered to live well morally.

The linking of the concept ( *Maqasid Al-Syariah* ) which is based on the values of welfare as an analytical framework for contextual Islamic values wants to explore and re-explain the concept of Islamic teachings that can be actualized into the context of life, many hotel managements that prioritize religious spirit must reflect the basic spirit of the nobility of religious teachings themselves. Through *Maqasid Al-Syariah* which contextualizes various social spirits that emphasize noble values such as friendliness, comfort and security. There are many principles and rules of sharia that can be used as guidelines in managing sharia hotels, including: honoring guests ( *Fal yukrim dhaifabu* ), peaceful, peaceful and safe, very open to all groups, meaning: universal (Kaffatan Lin-nnas), mercy for all groups and environments ( *Rabmatan lil'alam* ), honest ( *Shidiq* ), trustworthy ( *Amanah* ), consistent ( *Istiqomah* ), helping each other in goodness ( *Ta'awun alal birri wat taqwa* ).

In the DSN MUI Fatwa No. 108/DSN-MUI/X/2016, it regulates the sharia hotel business, namely the provision of accommodation in the form of rooms in a building that can be equipped with food and beverage services, entertainment activities or other facilities on a daily basis with the aim of obtaining profits that are carried out in accordance with sharia principles. The criteria for a sharia hotel business are a formulation of qualifications

that include aspects of products, services, and management as well as provisions related to sharia hotels, namely:

- a. Sharia hotels are not allowed to provide facilities for accessing pornography and immoral acts.
- b. Sharia hotels may not provide entertainment facilities that lead to polytheism, immorality, pornography and immoral acts.
- c. Food and drinks provided by sharia hotels must obtain a halal certificate from the MUI.
- d. Provide adequate facilities, equipment and resources for carrying out worship, including purification facilities.
- e. Hotel managers and employees are required to wear clothing that complies with sharia.
- f. Sharia hotels are required to have guidelines or manuals regarding hotel service procedures to ensure that hotel services are carried out in accordance with sharia principles.
- g. Sharia hotels are required to use the services of sharia financial institutions in providing services.

The development of sharia hotel tourism in Indonesia provides business opportunities for hotels to run their businesses based on sharia principles. Hotels that carry it from various corners of Indonesia are growing over time in line with the high interest of tourists in finding a place to rest that is in accordance with religious demands. This is used by various hotels to seize business opportunities by establishing sharia hotels, opportunities in English are called ( *opportunities* ) which have meaning according to KBBI is a chance, opportunities are also an analysis used to find breakthroughs that allow a company or organization to grow.

## 2. Discussion

Pandeglang Regency is a regency in Banten Province, with its capital city in Pandeglang. It borders Serang City and Lebak Regency. Pandeglang Regency encompasses Deli Island, Tinjil Island, and the Ujung Kulon Peninsula, the westernmost tip of Java.

Pandeglang Regency is known for its numerous Islamic boarding schools, both modern and traditional. It also boasts several well-known tourist attractions, such as the Cisolong hot springs, Situ Cikedai, and the Cikoromoy natural swimming pool. It also boasts attractive beaches like Carita Beach, Bama Beach, Tanjung Lesung, and, most notably, Ujung Kulon National Park, home to protected species like the one-horned rhinoceros. It's no surprise, then, that many tourists visit Pandeglang Regency to enjoy its beauty and diverse tourism offerings. Sharia-compliant hotels are popping up in the region.

Apart from that, Pandeglang Regency is also known as the city of pilgrims, because there are several pilgrimage sites that are usually visited, such as the tomb of Sheikh Mualana Manshur in Cikadueun, the pilgrimage site of Mama Asnawi and the pilgrimage site of the Qur'an stone.

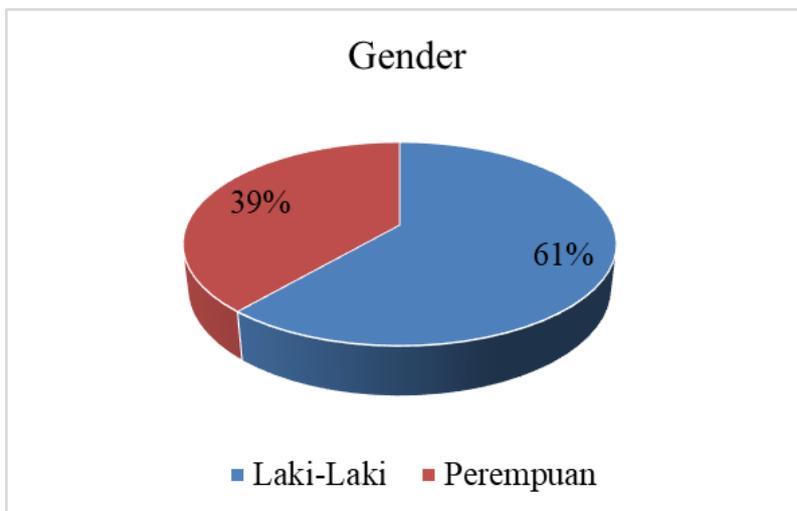
### Characteristics Respondents

Analysis data respondents is method For know characteristics respondents Which is Muslim tourists visiting tourist attractions in Pandeglang Regency, Pandeglang Province Banten so the presence of sharia hotels is very much needed . Data about identity respondents obtained from part beginning from questionnaire. Analysis characteristics data respondents done For overall data Which Which Already obtained from respondents.

The data collection process in this study uses the method filling questionnaire Which made And distributed directly to those staying at sharia hotels and to managers of sharia hotels, as well as to outsiders who are not staying at sharia hotels and tourists visiting tourist attractions in Pandeglang Regency, Banten Province . The respondents were Muslim tourists who were staying at sharia hotels and visiting tourist attractions and were selected randomly .

From the results of data collection through filling out the questionnaire then the number of respondents is collected as many as 300 respondents who have filled out the questionnaire with complete.

For know characteristics respondents based on typesex can be seen on picture 1. the following:



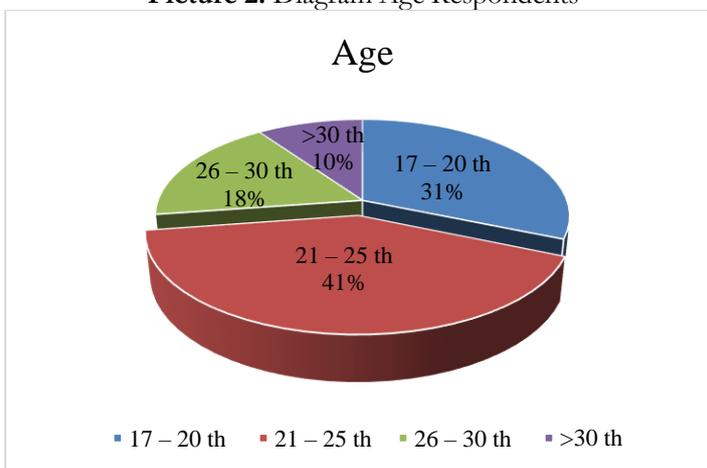
**Figure 1.** Respondent Gender Diagram

Based on picture 4.1. in on can known that of the 300 they are some of the visitors of sharia hotels and Muslim tourists who were selected as respondents have representation of men and women.

Data Which obtained through questionnaires filled out by respondents shows that percentage respondents Man as big as 61 %, whereas the percentage of women is 39 % so it can be concluded that majority respondents in study This is a man .

For know comparison respondents based on rangeage then can be seen on Figure 2. following:

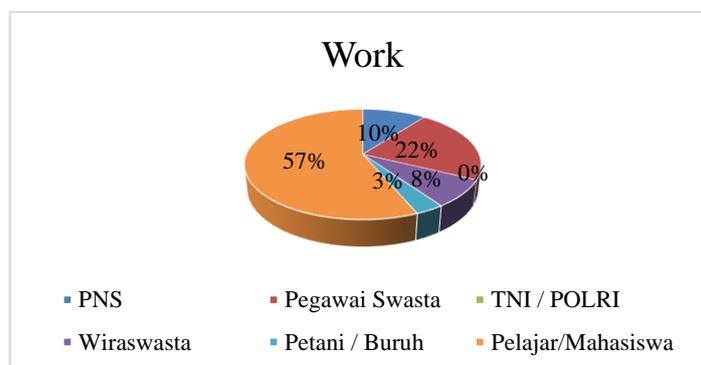
**Picture 2.** Diagram Age Respondents



From the diagram above, it can be seen that of the 300 respondents interviewed, 31% were respondents aged 17-20 years, 41% were respondents aged 21-25 years, 18% were respondents aged 26-30 years, and 10% were respondents aged over 30 years.

For know comparison respondents based on rangetype of work then can be seen on Figure 3 . following :

**Picture 3.** Diagram Work Respondents



From figure 3. above, it can be concluded that the number The majority of respondents were students, namely 57%, followed by private employees at 22%, then Civil Servants (PNS) at 10%, then self-employed at 8%, and farmers/laborers at 3%, while there were no TNI/Polri or 0%.

**Validation Test**

After collecting data by filling out a questionnaire as much as 300 respondents, so furthermore researchers do test validitydata. Test validity done For know valid or whether or not questionnaires from each attribute contained in the distributed questionnaire. For know score each items associated with score total so use *Pearson Correlation* Which There is on application SPSS. The questionnaire is considered valid or No can seen on mark its significance, where if the significance value is lower than 0.05 . In addition, if the calculated r is more big from r table so questionnaire considered valid. On study This amountThe pre-test sample (n) was 300 respondents and the r table value was obtained from *degree of freedom* (df) = n-2 is 0.1 13 with alpha = 5%.

The validity test conducted in this study will test several dimensions of perception tools and preferences for the variables used in study This. Following This is results test validity Human Resources Aspects, Aspects of managing facilities and infrastructure, Aspects of implementation procedures and Aspect of Ease of Informationwhich has carried out the data collection process using a questionnaire by 300 people respondents.

**a. Human Resources Aspects**

**Table 1.** Validity Test Results for Human Resources Aspects

| AttributStatement<br>e   | r Count    |                 | r      | Information |
|--|------------|-----------------|--------|-------------|
|  | Perception | PreferenceTable |        |             |
| A1 Sharia hotel staff have good competence in carrying out their duties. | 0.422      | 0.641           | 0.1 13 | Valid       |
| A2 The staff at the Sharia hotel have good ethics.                       | 0.540      | 0.663           | 0.1 13 | Valid       |
| A3 Sharia hotel staff are responsive in responding to visitors' needs.   | 0.517      | 0.652           | 0.1 13 | Valid       |
| A4 The number of officers on duty is adequate                            | 0.500      | 0.586           | 0.1 13 | Valid       |
| A5 The officers on duty are able to carry out their duties well          | 0.602      | 0.574           | 0.1 13 | Valid       |

In table 1, it can be seen that the calculated r value is greater than the table r value. human resource aspects, it can be said that the aspect has valid conditions for all items. This Also show that all statement in human resources aspects on study This worthy And can reliable in research.

### b. Aspects of Facilities and Infrastructure Management

**Table 2.** Validity Test Results for Facilities and Infrastructure Management Aspects

| Attribute | Statement  | r Count    |            | r Table Information |       |
|-----------|--|------------|------------|---------------------|-------|
|           |  | Perception | Preference |                     |       |
| B1        | Clean and fragrant toilets are available                           | 0.541      | 0.595      | 0.1 13              | Valid |
| B2        | Safe and adequate parking is available                             | 0.571      | 0.648      | 0.1 13              | Valid |
| B3        | Sharia hotel location , neat and comfortable                       | 0.597      | 0.451      | 0.1 13              | Valid |
| B4        | The environmental sustainability of the sharia hotel is maintained | 0.598      | 0.768      | 0.1 13              | Valid |
| B5        | Adequate places of worship are available                           | 0.524      | 0.676      | 0.1 13              | Valid |

Based on table 2. above , it can be seen that the calculated r value is greater than the r table value, it can be said that the Facilities and Infrastructure Management Aspect has valid standards. For every grains his statement. Matter This Also show thatall statement on Aspects of Facilities and Infrastructure Management can used in study This can reliable and worthy.

### c. Implementation Procedure Aspects

**Table 3.** Results Test Validity On Implementation Procedure Aspects

| Attribute | Statement   | r Count    |            | r Table Information |       |
|-----------|---|------------|------------|---------------------|-------|
|           |   | Perception | Preference |                     |       |
| C1        | Officers wear neat uniforms when carrying out their duties.               | 0.525      | 0.734      | 0.1 13              | Valid |
| C2        | hotel guests' belongings  | 0.522      | 0.728      | 0.1 13              | Valid |
| C3        | Sharia hotel guides are available   | 0.536      | 0.747      | 0.1 13              | Valid |
| C4        | checkout and check-in processes are carried out in accordance with sharia | 0.446      | 0.518      | 0.1 13              | Valid |
| C5        | The staff always ensure the comfort and safety of hotel guests.           | 0.620      | 0.526      | 0.1 13              | Valid |

Based on table 3. on seen mark r count more big from r table in the Implementation Procedure Aspect, it can be said that the criteria have conditions that valid For all items. Matter This Also show that all statement in the Implementation Procedure on study This worthy And can reliable in study.

### d. Aspects of Ease of Information Ease of Information and Speed of Service

**Table 4.** Results Test Validity on Aspect of Ease of Information

| Attribute | Statement   | r Count    |            | r Table Information |       |
|-----------|---|------------|------------|---------------------|-------|
|           |   | Perception | Preference |                     |       |
| D1        | Friendliness and politeness of the staff at the Sharia hotel        | 0.575      | 0.357      | 0.1 13              | Valid |
| D2        | Sharia hotel staff listen to hotel guests' requests and complaints. | 0.549      | 0.584      | 0.1 13              | Valid |
| D3        | Complete information instructions are available                     | 0.566      | 0.541      | 0.1 13              | Valid |
| D4        | The staff provides helpful information for hotel visitors.          | 0.567      | 0.705      | 0.1 13              | Valid |
| D5        | The staff are able to communicate well with hotel guests.           | 0.622      | 0.402      | 0.1 13              | Valid |

Based on table 4. on seen mark r count more big from r table on the aspects of ease of information and speed of service,then it can be said that the criteria have conditions that valid For all items. Matter This Also show that all statement on ease of information and speed of service on study This worthy And can reliable in

study.

### Test Reliability

After conducting a validity test on the data, the next step is a data reliability test. This test is carried out to determine reliability each presentation in questionnaire Which has distributed. A questionnaire can be said to be reliable if the answers given are given from a respondents to questionnaire the stable or consistent from time to time .

To conduct a reliability test in this study, the application was used. SPSS version 25. A variable can be said to be reliable if it has a *Cronbach value Alpha* which is obtained more than 0.60. According to Triton in Sujianto, the determination of the *Cronbach Alpha scale* is divided into five classes. This test is carried out on the perceptions and answers obtained. expected from respondents. The following are the results of the reliability test on the human resources aspect, the facility and infrastructure management aspect , the implementation procedure aspect and the ease of information aspect. with use 300 sample respondents. The interpretation is as follows:

**Table 5.** Interpretation of Reliability Values

| No | <i>Cronbach Alpha</i> Value | Interpretation    |
|----|-----------------------------|-------------------|
| 1  | 0.00–0.20                   | Less Reliable     |
| 2  | 0.21–0.40                   | Somewhat Reliable |
| 3  | 0.41–0.60                   | Quite Reliable    |
| 4  | 0.61–0.80                   | Reliable          |
| 5  | 0.81–1.00                   | Very Reliable     |

**Table 6.** Results Test Reliability on Human Resources Aspects

| <b>Results <i>Cronbach's Alpha</i></b> |                   | <b>N of Item</b> | <b>Information</b> |
|--|-------------------|------------------|--------------------|
| <b>Perception</b>                      | <b>Preference</b> |                  |                    |
| 0.654                                  | 0.767             | 5                | Reliable           |

Based on table 6. on seen mark *Cronbach Alpha* Which The results were 0.654 (perception) and 0.767 (preference). This means can concluded that items statement on The Human Resources aspect in the questionnaire is reliable because the resulting *Cronbach Alpha* value is greater than 0.60 and each statement item used will obtain the data that consistent Where if stiffened distribution repeat so statement Which submitted the will own or get answer Which relatively the same.

**Table 7.** Results Test Reliability Aspects of Facilities and Infrastructure Management

| <b>Results <i>Cronbach's Alpha</i></b> |                   | <b>N of Item</b> | <b>Information</b> |
|--|-------------------|------------------|--------------------|
| <b>Perception</b>                      | <b>Preference</b> |                  |                    |
| 0.677                                  | 0.730             | 5                | Reliable           |

Based on table 7. on seen mark *Cronbach Alpha* The resulting values are 0.677 (perception) and 0.730 (preference). This is means can concluded that items statement on The aspect of Facilities and Infrastructure Management in the questionnaire is reliable because the *Cronbach Alpha value* produced is greater big from 0.60 And every items statement Which used will get data Which consistent Where if If re-distribution is carried out, the statement submitted will be own or get a relative answer The same.

**Table 8.** Results Test Reliability On Implementation Procedure Aspects

| <b>Results <i>Cronbach's Alpha</i></b> |                   | <b>N of Item</b> | <b>Information</b> |
|--|-------------------|------------------|--------------------|
| <b>Perception</b>                      | <b>Preference</b> |                  |                    |
| 0.698                                  | 0.796             | 5                | Reliable           |

Based on table 8. on seen mark *Cronbach Alpha* The resulting values are 0.698 (perception) and 0.796 (preference). This is means can concluded that items statement on The Implementation Procedure aspect of the questionnaire is reliable because the *Cronbach*

*Alpha value* produced is greater. greater than 0.60 and each statement item used will get data Which consistent Where if If re-distribution is carried out, the statement submitted will be own or get answers relative The same.

**Table 9.** Results Test Reliability On Ease of Information and Speed of Service

| Results <i>Cronbach's Alpha</i> |            | N of Item | Information |
|---------------------------------|------------|-----------|-------------|
| Perception                      | Preference |           |             |
| 0. 717                          | 0. 654     | 5         | Reliable    |

Based on table 9. on seen mark *Cronbach* The resulting alphas were 0.717 (perception) and 0.654 (preference). This means can concluded that items statement on Aspects of Ease of Information and Speed of Service in the questionnaire is reliable because the *Cronbach Alpha* value produced is greater greater than 0.60 and each statement item used will get data Which consistent Where if stiffenedre-distribution then the statement submitted will be own or get answers relative The same.

A normality test is performed to determine whether the data used for analysis is normally distributed. The normality test is intended to determine whether the data used in the study has a normal distribution, both multivariately and univariately.

**Table 10.** Normality Test  
One-Sample Kolmogorov-Smirnov Test

|                                  |                          | Perception          | Preference          |
|----------------------------------|--------------------------|---------------------|---------------------|
| N                                |                          | 20                  | 20                  |
| Normal Parameters <sup>a,b</sup> | Mean                     | 4.5565              | 4.1000              |
|                                  | Standard Deviation       | .07534              | .12761              |
|                                  | Most Extreme Differences |                     |                     |
|                                  | Absolute                 | .114                | .104                |
|                                  | Positive                 | .100                | .104                |
|                                  | Negative                 | -.114               | -.069               |
| Test Statistics                  |                          | .114                | .104                |
| Asymp. Sig. (2-tailed)           |                          | .200 <sup>c,d</sup> | .200 <sup>c,d</sup> |

a. Test distribution is Normal.

b. Calculated from data.

c . Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the normality test with the Kolmogorov-Smirnov Test, the Asymp. Sig. value for perception is 0.200, which is greater than 0.10, and the Asymp. Sig. value for preference is 0.200, which is greater than 0.10. It can be concluded that the data is normally distributed.

### Analysis Gap

After done test validity And test reliability, so step furthermore is analysis *gap* . Analysis *gap* done with look for mark *gap* Which appear from difference between level perceptions of Muslim tourists towards service sharia hotel And level preference Muslim tourists towards service sharia hotel . Mark *gap* the called as *SERVQUAL* score Which can counted with use calculation asfollowing:

$$\text{Score } SERVQUAL = \text{Score Perception} - \text{Score Preference}$$

Based on the three aspects put forward by the *SERVQUAL analysis* , then In this study, *gap* analysis will be carried out per attribute, *gap analysis* per attribute.dimensions And analysis *gap* in terms of overall.

**a. Analysis *Gap* per Attribute**

Results calculation mark *gap* level perception Muslim tourists towards service sharia hotel with the level of preference of Muslim tourists towards service sharia hotel show that between performance tour halal with hope Muslim tourists towards service sharia hotel no too Fardifferent . In this case, *the gap* in each standard plays a role in provide information regarding a certain level of importance to sharia hotel services And the results can be seen on table under This:

**Table 11.** Results Analysis *gap* per attribute

| <b>Attribute</b> | <b>Perception</b> | <b>Preference</b> | <b>GAP</b> | <b>Ranking</b> |
|------------------|-------------------|-------------------|------------|----------------|
| A1               | 4.44              | 4.14              | -0.3       | 19             |
| A2               | 4.61              | 4.23              | -0.38      | 15             |
| A3               | 4.55              | 4.10              | -0.45      | 10             |
| A4               | 4.52              | 4.05              | -0.47      | 9              |
| A5               | 4.64              | 3.96              | -0.68      | 1              |
| B1               | 4.60              | 4.09              | -0.50      | 8              |
| B2               | 4.65              | 4.03              | -0.62      | 3              |
| B3               | 4.55              | 3.97              | -0.57      | 4              |
| B4               | 4.66              | 4.11              | -0.55      | 5              |
| B5               | 4.57              | 4.17              | -0.40      | 14             |
| C1               | 4.46              | 4.12              | -0.34      | 17             |
| C2               | 4.58              | 4.17              | -0.42      | 12             |
| C3               | 4.54              | 4.19              | -0.35      | 16             |
| C4               | 4.67              | 4.43              | -0.24      | 20             |
| C5               | 4.60              | 4.19              | -0.41      | 13             |
| D1               | 4.58              | 3.91              | -0.67      | 2              |
| D2               | 4.53              | 4.23              | -0.30      | 18             |
| D3               | 4.43              | 3.99              | -0.45      | 11             |
| D4               | 4.53              | 4.02              | -0.51      | 7              |
| D5               | 4.42              | 3.90              | -0.53      | 6              |

**b. Analysis *Gap* per Dimensions.**

Results calculation mark *gap* level perception Muslim tourists towards service sharia hotel with the level of preference of Muslim tourists towards service sharia hotel on each dimensions show that between performance/service performance of sharia hotels with the expectations of Muslim tourists towards service sharia hotel not too different. In this case, *the gap* in every dimensions will play a role in give information about level interest certain on sharia hotel services And the results can be seen in the table below this:

**Table 12.** Analysis Results *Gap* per Dimensions

| Attribute  | Perception | Preference | GAP   | Rank |
|--|------------|------------|-------|------|
| <b>Human Resources Aspects</b>                             |            |            |       |      |
| A1   | 4.44       | 4.14       | -0.30 | 3    |
| A2   | 4.61       | 4.23       | -0.38 |      |
| A3   | 4.55       | 4.10       | -0.45 |      |
| A4   | 4.52       | 4.05       | -0.47 |      |
| A5   | 4.64       | 3.96       | -0.68 |      |
| Total  | 22.76      | 20.49      | -2.27 |      |
| <b>Aspects of Facilities and Infrastructure Management</b> |            |            |       |      |
| B1   | 4.60       | 4.09       | -0.50 | 1    |
| B2   | 4.65       | 4.03       | -0.62 |      |
| B3   | 4.55       | 3.97       | -0.57 |      |
| B4   | 4.66       | 4.11       | -0.55 |      |
| B5   | 4.57       | 4.17       | -0.40 |      |
| Total  | 23.03      | 20.37      | -2.66 |      |
| <b>Implementation Procedure Aspects</b>                    |            |            |       |      |
| C1   | 4.46       | 4.12       | -0.34 | 4    |
| C2   | 4.58       | 4.17       | -0.42 |      |
| C3   | 4.54       | 4.19       | -0.35 |      |
| C4   | 4.67       | 4.43       | -0.24 |      |
| C5   | 4.60       | 4.19       | -0.41 |      |
| Total  | 22.85      | 21.10      | -1.75 |      |
| <b>Aspects of Ease of Information and Speed of Service</b> |            |            |       |      |
| D1   | 4.58       | 3.91       | -0.67 | 2    |
| D2   | 4.53       | 4.23       | -0.30 |      |
| D3   | 4.43       | 3.99       | -0.45 |      |
| D4   | 4.53       | 4.02       | -0.51 |      |
| D5   | 4.42       | 3.90       | -0.53 |      |
| Total  | 22.5       | 20.04      | -2.46 |      |

**c. Analysis *Gap* Overall**

*gap* value in the overall *gap analysis* is calculated based on level of perception of Muslim tourists towards service sharia hotel with level Muslim tourist preferences towards service sharia hotels show that performance of halal tourism with community expectations regardingsharia hotel services are still there is a gap. The role of the overall *gap* will be provide information regarding a certain level of importance to sharia hotel services And roles overall in give information about level quality sharia hotel service performance And obtained results as in the table following:

**Table 13.** Analysis Results *gap* overall

| Dimensions                               | Mark       |            | GAP   | Ranking |
|--|------------|------------|-------|---------|
|  | Perception | Preference |       |         |
| Human Resources                          | 22.76      | 20.49      | -2.27 | 4       |
| Facilities and Infrastructure Management | 23.03      | 20.37      | -2.66 | 2       |
| Implementation Procedures                | 22.85      | 21.10      | -1.75 | 1       |
| Ease of Information and Speed of Service | 22.5       | 20.04      | -2.46 | 3       |
| Total                                    | 91.14      | 82.00      | -9.14 |         |

If score perception more big from score his preferences sowill obtained mark *gap* (+) positive even so on the contrary when the score preference more big from score his perception so will a negative *gap* value (-) is obtained. A positive *gap value* (+) indicates that the performance of sharia hotel services has very Good And in accordance with hope

Muslim tourists . While the value *gap* (-) negative show that the performance of sharia hotel services is still lacking Good or Still Not yet in accordance with hope Muslim tourists

Based on on table 13. the can known that the overall *gap* value results show that *the gap value* is the value obtained is a negative *gap* (-) value, namely -9.14, which This means that the performance of sharia hotel services is still not in accordance with what is expected. Which expected by society.

**d. Gap Analysis per Sampling Location**

*gap* value in the *gap analysis* per sampling location is based on level of perception of Muslim tourists towards service sharia hotel with level Muslim tourist preferences towards service sharia hotels show that performance of halal tourism with community expectations regarding the sharia hotel services . The role of *gaps* per research location will be provide information regarding a certain level of importance to services at every location of the sharia hotel And roles in give information about level quality service performance at each sharia hotel location And obtained results as in the table following:

**1) Old Banten**

**Table 14.** Analysis Results *gap* at the Old Banten Location

| Dimensions                               | Mark       |            | GAP   | Ranking |
|--|------------|------------|-------|---------|
|  | Perception | Preference |       |         |
| Human Resources                          | 22.34      | 21.14      | -1.2  | 2       |
| Facilities and Infrastructure Management | 22.35      | 21.73      | -0.62 | 3       |
| Implementation Procedures                | 22.86      | 22.76      | -0.1  | 4       |
| Ease of Information and Speed of Service | 22.22      | 20.55      | -1.67 | 1       |
| Total                                    | 89.77      | 86.18      | -3.59 |         |

If score perception more big from score his preferences so will obtained mark negative *gap* (-) even so on the contrary when the score preference more big from score his perception so will obtained *gap value* (+) positive. A positive *gap* (+) value indicates that the performance of sharia hotel services has very Good And in accordance with hope Muslim tourists . While the value *gap* (-) negative show that the performance of sharia hotel services is still lacking Good or Still Not yet in accordance with hope Muslim tourists .

Based on on table 14. the can known that the overall *gap* value results show that *the gap value* is the value obtained is a negative *gap* (-) value, namely -3.59, which This means that the performance of sharia hotel services is still not in accordance with what is expected. Which expected by society.

**2) Caringin**

**Table 15.** Analysis Results *gap* at the Pilgrimage Site of Sheikh Asnawi Caringin

| Dimensions                               | Mark       |            | GAP    | Ranking |
|--|------------|------------|--------|---------|
|  | Perception | Preference |        |         |
| Human Resources                          | 23.08      | 19.61      | -3.47  | 3       |
| Facilities and Infrastructure Management | 23.89      | 19.44      | -4.45  | 1       |
| Implementation Procedures                | 23.03      | 19.33      | -3.7   | 2       |
| Ease of Information and Speed of Service | 22.38      | 19.28      | -3.1   | 4       |
| Total                                    | 92.38      | 77.66      | -14.72 |         |

If score perception more big from score his preferences so will obtained mark negative *gap* (-) even so on the contrary when the score preference more big from score his perception so will obtained *gap value* (+) positive. A positive *gap* (+) value indicates that the performance of sharia hotel services has very Good And in accordance with hope Muslim tourists . While the value *gap* (-) negative show that the performance of sharia hotel services is still lacking Good or Still Not yet in accordance with hope Muslim

tourists .

Based on on table 4.15. the can known that the overall *gap* value results show that *the gap value* is the value obtained is a negative *gap* (-) value, namely -14.72, which This means that the performance of sharia hotel services is still not in accordance with what is expected. Which expected by society.

### 3) Sharia Hotels in Pandeglang Regency

**Table 16.** Analysis Results *gap* at the Hotel Visitor Location in Pandeglang Regency City

| Dimensions                               | Mark       |            | GAP   | Ranking |
|--|------------|------------|-------|---------|
|  | Perception | Preference |       |         |
| Human Resources                          | 22.86      | 20.71      | -2.15 | 3       |
| Facilities and Infrastructure Management | 22.85      | 20.45      | -2.4  | 2       |
| Implementation Procedures                | 22.66      | 21.3       | -1.36 | 4       |
| Ease of Information and Speed of Service | 22.9       | 20.21      | -2.69 | 1       |
| Total                                    | 91.27      | 82.67      | -8.6  |         |

If score perception more big from score his preferences sowill obtained mark negative *gap* (-) even so on the contrary when the score preference more big from score his perception so will obtained *gap value* (+) positive. A positive *gap* (+) value indicates that the performance of sharia hotel services has very Good And in accordance with hope Muslim tourists . While the value *gap* (-) negative show that the performance of sharia hotel services is still lacking Good or Still Not yet in accordance with hope Muslim tourists .

Based on on table 4.16. the can known that the overall *gap* value results show that *the gap value* is the result obtained is a negative *gap value* (-) of -8.6 which is This means that the performance of sharia hotel services is still not in accordance with what is expected. Which expected by society.

*gap* values per research location in From the above it can be concluded that the sharia hotels in Pandeglang City are a place Sharia hotels have the largest *gap value* , namely -14.72, with the aspect with the highest gap value being the aspect of facility and infrastructure management, namely -4.45 . Sharia hotels in Anyer Beach received an overall gap score of -8.6, with the most dominant aspects being ease of information and speed of service, with a gap score of -2.69. Next , the Old Banten area had an overall gap score of -3.59, with ease of information and speed of service being the aspects with the largest gap score, at -1.67.

#### Conformity Level Analysis

The level of conformity is the result of comparing the values of perception with the values of preference. The level of consistency determines the priority order for improving the service factors of sharia hotels . The level of implementation of each of these attributes can be classified from the highest level of 1 (one) to the lowest level of 20 (twenty). Priority indicates that the quality of the tourist attraction is more in line with the expectations and interests of visitors . The lower the priority, the lower the quality, to show visitors their perceptions and preferences regarding the quality of the tourist attraction that does not meet their expectations and interests.

**Table 17.** Satisfaction Level by Percentage

| No. | Satisfaction Percentage | Satisfaction Level    |
|-----|-------------------------|-----------------------|
| 1   | 20-40                   | Low Satisfaction      |
| 2   | 41-79                   | Moderate Satisfaction |
| 3   | 80-100                  | High Satisfaction     |

**Level of Conformity Based on Sampling Location****1) Old Banten****Table 18.** Satisfaction Level of Old Banten

| Attribute | Perception | Preference | Presentation |
|-----------|------------|------------|--------------|
| A1        | 4.23       | 4.29       | 101%         |
| A2        | 4.62       | 4.39       | 95%          |
| A3        | 4.54       | 4.31       | 95%          |
| A4        | 4.44       | 4.31       | 97%          |
| A5        | 4.51       | 3.84       | 85%          |
| B1        | 4.49       | 4.4        | 98%          |
| B2        | 4.43       | 4.28       | 97%          |
| B3        | 4.34       | 4.04       | 93%          |
| B4        | 4.58       | 4.52       | 99%          |
| B5        | 4.51       | 4.49       | 100%         |
| C1        | 4.54       | 4.54       | 100%         |
| C2        | 4.55       | 4.61       | 101%         |
| C3        | 4.61       | 4.58       | 99%          |
| C4        | 4.64       | 4.58       | 99%          |
| C5        | 4.52       | 4.45       | 98%          |
| D1        | 4.48       | 3.72       | 83%          |
| D2        | 4.51       | 4.53       | 100%         |
| D3        | 4.38       | 4.07       | 93%          |
| D4        | 4.45       | 4.38       | 98%          |
| D5        | 4.4        | 3.85       | 88%          |
| Total     | 89.77      | 86.18      | 96%          |

From the table above, it can be seen that through calculating the level of conformity between the level of perception and the level of preference for the sharia hotel object in the Old Banten area, an average level of conformity of 96% was obtained, which means the quality of sharia hotel services felt by Muslim tourists.

**2) Sharia Hotel in the Carita Beach area****Table 19.** Level of satisfaction of hotel visitors in the Carita beach area

| Attribute | Perception | Preference | Presentation |
|-----------|------------|------------|--------------|
| A1        | 4.49       | 4.01       | 89%          |
| A2        | 4.57       | 4.02       | 88%          |
| A3        | 4.6        | 3.84       | 83%          |
| A4        | 4.66       | 3.81       | 82%          |
| A5        | 4.76       | 3.93       | 83%          |
| B1        | 4.76       | 3.84       | 81%          |
| B2        | 4.87       | 3.91       | 80%          |
| B3        | 4.77       | 3.79       | 79%          |
| B4        | 4.74       | 3.67       | 77%          |
| B5        | 4.75       | 3.73       | 79%          |
| C1        | 4.47       | 3.57       | 80%          |
| C2        | 4.7        | 3.63       | 77%          |
| C3        | 4.52       | 3.66       | 81%          |
| C4        | 4.77       | 4.21       | 88%          |
| C5        | 4.57       | 4.16       | 91%          |
| D1        | 4.69       | 4.01       | 86%          |
| D2        | 4.43       | 3.98       | 90%          |
| D3        | 4.33       | 3.88       | 90%          |
| D4        | 4.47       | 3.8        | 85%          |
| D5        | 4.46       | 3.7        | 83%          |
| Total     | 92.38      | 77.15      | 84%          |

From the table above, it can be seen that through calculating the level of conformity between the level of perception and the level of preference for hotel objects in the Carita beach area , an average level of conformity of 84% was obtained, which means the quality of sharia hotel services felt by Muslim tourists.

### 3) Visitors to sharia hotels in the Ujung Kulon area

**Table 20.** Hotel visitor satisfaction level

| Attribute | Perception | Preference | Presentation |
|-----------|------------|------------|--------------|
| A1        | 4.61       | 4.13       | 90%          |
| A2        | 4.63       | 4.28       | 92%          |
| A3        | 4.52       | 4.15       | 92%          |
| A4        | 4.45       | 4.03       | 91%          |
| A5        | 4.65       | 4.12       | 89%          |
| B1        | 4.54       | 4.04       | 89%          |
| B2        | 4.66       | 3.9        | 84%          |
| B3        | 4.53       | 4.09       | 90%          |
| B4        | 4.67       | 4.14       | 89%          |
| B5        | 4.45       | 4.28       | 96%          |
| C1        | 4.36       | 4.24       | 97%          |
| C2        | 4.5        | 4.26       | 95%          |
| C3        | 4.5        | 4.33       | 96%          |
| C4        | 4.59       | 4.5        | 98%          |
| C5        | 4.71       | 3.97       | 84%          |
| D1        | 4.56       | 4          | 88%          |
| D2        | 4.66       | 4.18       | 90%          |
| D3        | 4.59       | 4.01       | 87%          |
| D4        | 4.68       | 3.88       | 83%          |
| D5        | 4.41       | 4.14       | 94%          |
| Total     | 91.27      | 82.67      | 91%          |

From the table in It can be seen above that through calculating the level of conformity between the level of perception and the level of preference for tourist attractions, an average level of conformity of 91% was obtained, which means the quality of sharia hotel services felt by Muslim tourists.

From the data presentation above, it can be concluded that the sharia hotel object in the Old Banten area is the sharia hotel object that received the highest suitability value, namely 96%, followed by the sharia hotel object with a suitability value of 91%, and the last is the sharia hotel object with a suitability value of 84%.

**Table 21.** Level of Conformity Between Muslim Tourists' Perceptions and Preferences

| <b>Dimensions</b> | <b>Perception</b> | <b>Preference</b> | <b>Presentation</b> |
|-------------------|-------------------|-------------------|---------------------|
| A1                | 4.44              | 4.14              | 93%                 |
| A2                | 4.61              | 4.23              | 92%                 |
| A3                | 4.55              | 4.10              | 90%                 |
| A4                | 4.52              | 4.05              | 90%                 |
| A5                | 4.64              | 3.96              | 85%                 |
| B1                | 4.60              | 4.09              | 89%                 |
| B2                | 4.65              | 4.03              | 87%                 |
| B3                | 4.55              | 3.97              | 87%                 |
| B4                | 4.66              | 4.11              | 88%                 |
| B5                | 4.57              | 4.17              | 91%                 |
| C1                | 4.46              | 4.12              | 92%                 |
| C2                | 4.58              | 4.17              | 91%                 |
| C3                | 4.54              | 4.19              | 92%                 |
| C4                | 4.67              | 4.43              | 95%                 |
| C5                | 4.60              | 4.19              | 91%                 |
| D1                | 4.58              | 3.91              | 85%                 |
| D2                | 4.53              | 4.23              | 93%                 |
| D3                | 4.43              | 3.99              | 90%                 |
| D4                | 4.53              | 4.02              | 89%                 |
| D5                | 4.42              | 3.90              | 88%                 |
| Average           | 4.56              | 4.10              | 90%                 |

From the table above, it can be seen that through calculating the level of conformity between the level of perception and the level of preference, an average level of conformity of 90% was obtained, which means the quality of sharia hotel services felt by Muslim tourists.

#### **Analysis Diagram Cartesian**

At the perceptual level, a Cartesian analysis is required for each attribute. use determine attribute Which most important And share various attribute into four dimensions, Human Resources, Facilities and Infrastructure Management, Service Procedures, and Ease of Information and Speed of Service, matter This allows obtained overview of attribute priority repair For reach satisfaction Muslim tourists.

**a. Overall Analysis**

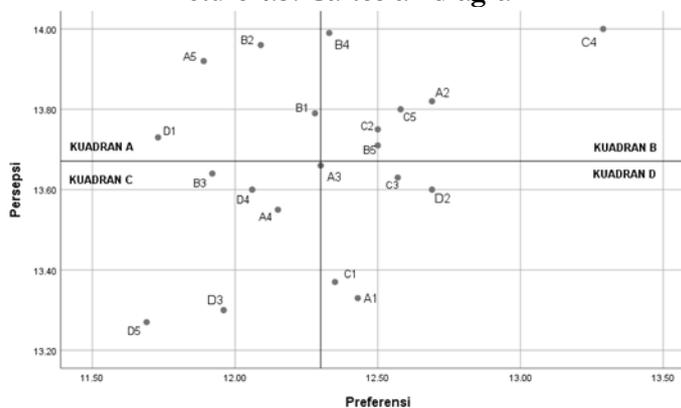
Based on results calculation mark level perception And preference the average value of the perception level was 4.56 and the preference level was 4.10. Like on table 4.16 below.

**Table 22.** Results Calculation Mark Level Perception And Preferences

| No            | Dimensions  | Attribute | Perception | Preference |
|---------------|---|-----------|------------|------------|
| 1             | Human resource aspects                              | A1        | 4.44       | 4.14       |
|               |   | A2        | 4.61       | 4.23       |
|               |   | A3        | 4.55       | 4.10       |
|               |   | A4        | 4.52       | 4.05       |
|               |   | A5        | 4.64       | 3.96       |
| 2             | Aspects of facility and infrastructure management   | B1        | 4.60       | 4.09       |
|               |   | B2        | 4.65       | 4.03       |
|               |   | B3        | 4.55       | 3.97       |
|               |   | B4        | 4.66       | 4.11       |
|               |   | B5        | 4.57       | 4.17       |
| 3             | Procedural aspects of implementation                | C1        | 4.46       | 4.12       |
|               |   | C2        | 4.58       | 4.17       |
|               |   | C3        | 4.54       | 4.19       |
|               |   | C4        | 4.67       | 4.43       |
|               |   | C5        | 4.60       | 4.19       |
| 4             | Aspects of ease of information and speed of service | D1        | 4.58       | 3.91       |
|               |   | D2        | 4.53       | 4.23       |
|               |   | D3        | 4.43       | 3.99       |
|               |   | D4        | 4.53       | 4.02       |
|               |   | D5        | 4.42       | 3.90       |
| Total         |   |           | 91.14      | 82         |
| Average value |   |           | 4.56       | 4.1        |

Next, after the average value of each attribute, then the next step is make description with compare Cartesian diagram . The Cartesian diagram aims to place the attribute locations of each dimension into 4 quadrants (quadrant A, quadrant B , quadrant C, and quadrant D). 4th this quadrant describe conditions that are different from each other . These 4 quadrants are limited to average perception level of 4.56 on the abscissa. The average score of the level expected is 4.10 on the coordinate k .

**Picture 4.5. Cartesian diagram**



**Perception And Preference**

## Information:

- A1 : Sharia hotel staff have good competence in carrying out their duties.  
 A2 : The staff at the Sharia hotel have good ethics.  
 A3 : Sharia hotel staff are responsive in responding to tourists' needs.  
 A4 : The number of officers on duty is adequate  
 A5 : The officers on duty are able to carry out their duties well  
 B1 : Clean and fragrant toilets are available  
 B2 : Safe and adequate parking is available  
 B3 : The pilgrimage site is clean, neat and comfortable.  
 B4 : The environmental sustainability of pilgrimage sites is maintained  
 B5 : Adequate places of worship are available  
 C1 : Officers wear neat uniforms when carrying out their duties.  
 C2 : Guarantee of security of tourist goods  
 C3 : Good and polite guides are available  
 C4 : hotel check-in process is carried out in accordance with sharia  
 C5 : Officers always ensure the comfort and safety of tourists.  
 D1 : Friendliness and politeness of the staff at the Sharia hotel  
 D2 : Sharia hotel staff listen to tourists' requests and complaints  
 D3 : Complete information instructions are available  
 D4 : Officers provide helpful information for tourists.  
 D5 : The officers are able to communicate well with tourists.

Every quadrant describe the situation Alone. With matching according to their interests and performance, tourist attractions can immediately improve the attributes that are considered important by tourists in time Which relatively short. Each quadrant the can be explained with explanation as following:

1) **Quadrant A (Priority Main)**

Quadrant A is quadrant Where satisfaction still low so that it becomes the main priority for improvement. Quadrant A attributes The officers on duty are able to carry out their duties well, there are clean and fragrant toilets, there is safe and adequate parking, and there is friendliness and politeness from the officers at the sharia hotel .

The four attributes Which enter in quadrant A, can sorted in accordance level his priorities is as stated in the table 23 following.

**Table 23.** Attribute in Quadrant A

| No | Dimensions   | Attribute | Level Perception |
|----|--|-----------|------------------|
| 1  | The officers on duty are able to carry out their duties well | A5        | 4.64             |
| 2  | Clean and fragrant toilets are available                     | B1        | 4.60             |
| 3  | Safe and adequate parking is available                       | B2        | 4.65             |
| 4  | Friendliness and politeness of the staff at the Sharia hotel | D1        | 4.58             |

Priority levels are based on comparing the perceived value of each attribute with the average perceived value of 4.56. The lower the perceived value of each attribute, the higher the priority for improvement of that attribute. This value is based on the perceived level rather than the expected level, because perception is a consumer's assessment of the product or service provided by a tourist attraction. The lower the value, the lower the tourist satisfaction, and conversely, the higher the value, the higher the tourist satisfaction.

## 2) Quadrant B (Keep it Performance)

Quadrant B is the quadrant expected by Muslim tourists , and This attribute corresponds to what tourists feel. on Quadrant B The Sharia hotel staff have good ethics, the environmental sustainability of the pilgrimage site is maintained, adequate places of worship are available, the security of tourists' belongings is guaranteed, the pilgrimage process is carried out in accordance with sharia, and the staff always ensure the comfort and safety of tourists. Similar to Quadrant A, Quadrant B can also sorted according to the priority you want to maintain, as intable following.

**Table. 24** Attribute in Quadrant B

| No | Dimensions   | Attribute | Perception Level |
|----|--|-----------|------------------|
| 1  | The staff at the Sharia hotel have good ethics.                      | A2        | 4.61             |
| 2  | The environmental sustainability of pilgrimage sites is maintained   | B4        | 4.66             |
| 3  | Adequate places of worship are available                             | B5        | 4.57             |
| 4  | Guarantee of security of tourist goods                               | C2        | 4.58             |
| 5  | The pilgrimage process is carried out in accordance with the Shari'a | C4        | 4.67             |
| 6  | Officers always ensure the comfort and safety of tourists.           | C5        | 4.60             |

Priority levels are based on the perceived value of each attribute. Compared to with average mark perception as big as 4.56 then the more low mark each person's perception attribute then the more tall priority these attributes in increasing tourist attraction. The lower the value, the lower it is also tourist satisfaction. On the other hand, the more tall mark *output* so the more tall also satisfaction the tourists.

## 3) Quadrant C (Priority Low)

Quadrant C is quadrant priority low. It means, quadrant the contains several attributes that are considered less important by Muslim tourists, although its performance No too expected, but ThatNo priority highest for repair.

Attribute that comes in Quadrant C is Sharia hotel staff are responsive in responding to tourists' needs, The number of staff on duty is adequate, The pilgrimage site is clean, neatly arranged and comfortable, Complete information guides are available, Staff provide helpful information for tourists, Staff are able to communicate well with tourists.

Level priority based on on comparison between mark perception of each attribute with an average perception value of 4.56. The lower the value, the Which felt from every attribute, the more tall priority For repair those attributes.

**Table 25.** Attribute in Quadrant C

| No | Dimensions  | Attribute | Perception Level |
|----|---|-----------|------------------|
| 1  | Sharia hotel staff are responsive in responding to tourists' needs. | A3        | 4.55             |
| 2  | The number of officers on duty is adequate                          | A4        | 4.52             |
| 3  | The pilgrimage site is clean, neat and comfortable.                 | B3        | 4.55             |
| 4  | Complete information instructions are available                     | D3        | 4.43             |
| 5  | Officers provide helpful information for tourists.                  | D4        | 4.52             |
| 6  | The officers are able to communicate well with tourists.            | D5        | 4.42             |

This value is based on the level of perception, not the level of preference, because perception is the consumer's assessment of effectiveness place tour Which visited. The more low its value, the more low tourist satisfaction. Conversely, the higher the value, obtained then the more tall also satisfaction traveler.

#### 4) Quadrant D (Excessive)

Quadrant D attributes are less important, but their performance is higher. Good. Attribute on Quadrant D is The staff at the Sharia hotel have good competence in carrying out their duties. The staff wear neat uniforms when carrying out their duties. There are good and polite pilgrimage guides available. The staff at the Sharia hotel listen to tourists' requests and complaints.

Attributes that fall into quadrant D can be sorted according to the priority level is as stated in table 26. following .

**Table 26.** Attribute in Quadrant D

| No | Dimensions  | Attribute | Perception Level |
|----|---|-----------|------------------|
| 1  | Sharia hotel staff have good competence in carrying out their duties. | A1        | 4.44             |
| 2  | Officers wear neat uniforms when carrying out their duties.           | C1        | 4.46             |
| 3  | Good and polite pilgrimage guides are available                       | C3        | 4.54             |
| 4  | Sharia hotel staff listen to tourists' requests and complaints        | D2        | 4.53             |

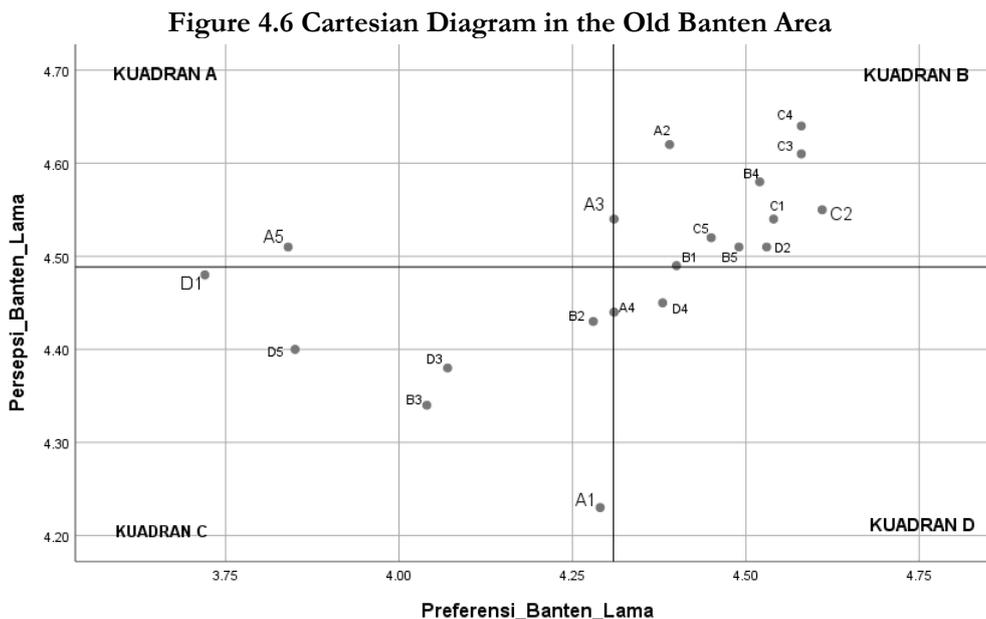
Mark This based on on level perception, No level preference, Because perception is evaluation consumer toeffectiveness place tour Which visited. The more lowits value, the more low also satisfaction traveler. On the contrarythe more tall mark Which obtained so the more tall also satisfaction traveler.

#### b. Based on Sampling Location

##### 1) Old Banten

**Table 27.** Results Calculation Mark Level Perception And Preferences in Old Banten

| No            | Dimensions  | Attribute | Perception | Preference |
|---------------|---|-----------|------------|------------|
| 1             | Human resource aspects                              | A1        | 4.23       | 4.29       |
|               |   | A2        | 4.62       | 4.39       |
|               |   | A3        | 4.54       | 4.31       |
|               |   | A4        | 4.44       | 4.31       |
|               |   | A5        | 4.51       | 3.84       |
| 2             | Aspects of facility and infrastructure management   | B1        | 4.49       | 4.4        |
|               |   | B2        | 4.43       | 4.28       |
|               |   | B3        | 4.34       | 4.04       |
|               |   | B4        | 4.58       | 4.52       |
|               |   | B5        | 4.51       | 4.49       |
| 3             | Procedural aspects of implementation                | C1        | 4.54       | 4.54       |
|               |   | C2        | 4.55       | 4.61       |
|               |   | C3        | 4.61       | 4.58       |
|               |   | C4        | 4.64       | 4.58       |
|               |   | C5        | 4.52       | 4.45       |
| 4             | Aspects of ease of information and speed of service | D1        | 4.48       | 3.72       |
|               |   | D2        | 4.51       | 4.53       |
|               |   | D3        | 4.38       | 4.07       |
|               |   | D4        | 4.45       | 4.38       |
|               |   | D5        | 4.4        | 3.85       |
| Total         |   |           | 89.77      | 86.18      |
| Average value |   |           | 4.49       | 4.31       |



Every quadrant describe the situation Alone. With matching according to interests and performance, it is hoped that the sharia hotel will be able to immediately improve the attributes that are considered important by Muslim tourists in time Which relatively short. Each quadrant the can be explained with explanation as following:

**a) Quadrant A (Priority Main)**

Quadrant A is quadrant Where satisfaction still low so that it becomes the main priority for improvement. Quadrant A attributes The Sharia hotel staff are responsive to the needs of tourists, and the staff on duty are capable of carrying out their duties well. The attributes Which enter in quadrant A, can sorted in accordance level his priorities is as following:

**Table. 28.** Attribute in Quadrant A

| No | Dimensions  | Attribute | Perception Level |
|----|---|-----------|------------------|
| 1  | The officers on duty are able to carry out their duties well        | A5        | 4.51             |
| 2  | Sharia hotel staff are responsive in responding to tourists' needs. | A3        | 4.54             |

Priority levels are based on comparing the perceived value of each attribute with the average perceived value of 4.49. The lower the perceived value of each attribute, the higher the priority for improvement of that attribute. This value is based on the perceived level rather than the expected level, because perception is a consumer's assessment of the product or service provided by a tourist destination. The lower the value, the lower the tourist satisfaction, and conversely, the higher the value, the higher the tourist satisfaction.

**b) Quadrant B (Keep it Performance)**

Quadrant B is the quadrant expected by Muslim tourists , and This attribute corresponds to what tourists feel. on Quadrant B is Sharia hotel staff have good ethics, Clean and fragrant toilets are available, Safe and adequate parking is available, The environmental sustainability of pilgrimage sites is maintained, Adequate places of worship are available, Staff wear neat uniforms when carrying out their duties, Guaranteed security of tourist belongings, Good and polite pilgrimage guides are available, The pilgrimage process is carried out in accordance with sharia, Staff always maintain the comfort and safety of tourists, and Sharia hotel staff listen to tourist requests and complaints. As for

those who are included in Quadrant B can sorted according to the priority you want to maintain, as intable following.

**Table. 29** Attribute in Quadrant B

| No | Dimensions   | Attribute | Perception Level |
|----|--|-----------|------------------|
| 1  | Safe and adequate parking is available                               | B2        | 4.43             |
| 2  | Clean and fragrant toilets are available                             | B1        | 4.49             |
| 3  | Adequate places of worship are available                             | B5        | 4.51             |
| 4  | Sharia hotel staff listen to tourists' requests and complaints       | D2        | 4.51             |
| 5  | Officers always ensure the comfort and safety of tourists.           | C5        | 4.52             |
| 6  | Officers wear neat uniforms when carrying out their duties.          | C1        | 4.54             |
| 7  | Guarantee of security of tourist goods                               | C2        | 4.55             |
| 8  | The environmental sustainability of pilgrimage sites is maintained   | B4        | 4.58             |
| 9  | Good and polite pilgrimage guides are available                      | C3        | 4.61             |
| 10 | The staff at the Sharia hotel have good ethics.                      | A2        | 4.62             |
| 11 | The pilgrimage process is carried out in accordance with the Shari'a | C4        | 4.64             |

Priority levels are based on the perceived value of each attribute. Compared to with average mark perception as big as 4.49 then the more low mark each person's perception attribute then the more tall priority these attributes in increasing tourist attraction. The lower the value, the lower it is also tourist satisfaction. On the other hand, the more tall mark *output* so the more tall also satisfaction the tourists.

**c) Quadrant C (Priority Low)**

Quadrant C is quadrant priority low. It means, quadrant the contains several attributes that are considered less important by Muslim tourists, although its performance No too expected, but ThatNo priority highest for repair.

Attribute that comes in Quadrant C is Sharia hotel staff have good competence in carrying out their duties, Pilgrimage sites are clean, neatly arranged and comfortable, Sharia hotel staff are friendly and polite , Complete information instructions are available, and staff are able to communicate well with tourists.

Level priority based on on comparison between mark perception of each attribute with an average perception value of 49. The lower the value, the Which felt from every attribute, the more tall priority For repair those attributes.

**Table 30.** Attribute in Quadrant C

| No | Dimensions  | Attribute | Perception Level |
|----|---|-----------|------------------|
| 1  | Sharia hotel staff have good competence in carrying out their duties. | A1        | 4.23             |
| 2  | The pilgrimage site is clean, neat and comfortable.                   | B3        | 4.34             |
| 3  | Complete information instructions are available                       | D3        | 4.38             |
| 4  | The officers are able to communicate well with tourists.              | D5        | 4.4              |
| 5  | Friendliness and politeness of the staff at the Sharia hotel          | D1        | 4.48             |

This value is based on the level of perception, not the level of preference, because perception is the consumer's assessment of effectiveness place tour Which visited. The more low its value, the more low tourist satisfaction. Conversely, the higher the value obtained then the more tall also satisfaction traveler.

**d) Quadrant D (Excessive)**

Quadrant D attributes are less important, but their performance is higher. Good. Attribute on Quadrant D is the number of officers on duty is sufficient and . Officers provide helpful information for tourists. Attributes that fall into quadrant D can be sorted according to the priority levels are as follows:

**Table 31** Attribute in Quadrant D

| No | Dimensions   | Attribute | Perception Level |
|----|--|-----------|------------------|
| 1  | The number of officers on duty is adequate         | A4        | 4.44             |
| 2  | Officers provide helpful information for tourists. | D4        | 4.45             |

Mark This based on on level perception, No level preference, Because perception is evaluation consumer toeffectiveness place tour Which visited. The more low value, the more low also satisfaction traveler. On the contrarythe more tall mark Which obtained so the more tall also satisfaction traveler.

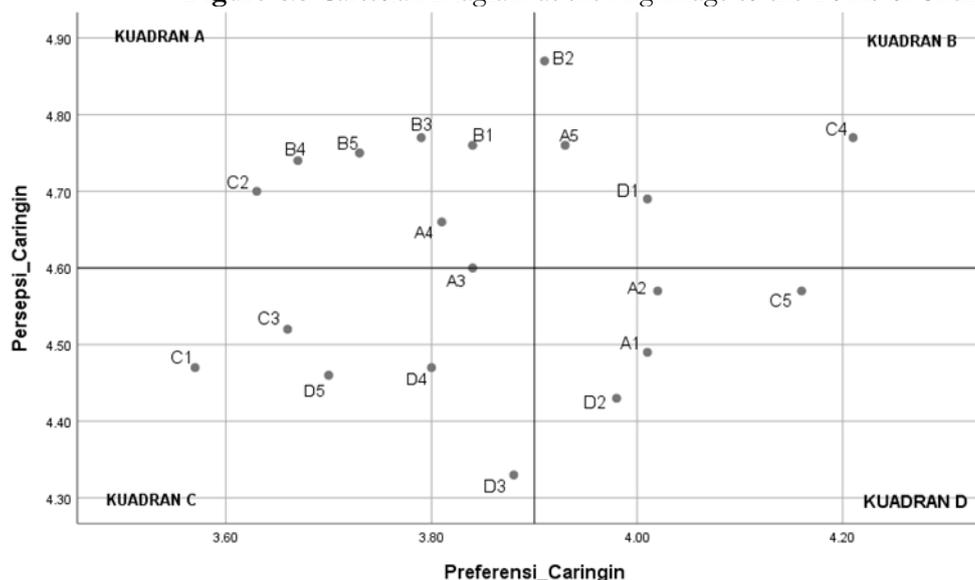
**2) Pilgrimage of Sheikh Asnawi Caringin**

**Table 32.** Results Calculation Mark Level Perception And Preferences in the Pilgrimage of Sheikh Asnawi Caringin

| No | Dimensions  | Attribute | Perception | Preference |
|----|---|-----------|------------|------------|
| 1  | Human resource aspects                            | A1        | 4.49       | 4.01       |
|    |   | A2        | 4.57       | 4.02       |
|    |   | A3        | 4.6        | 3.84       |
|    |   | A4        | 4.66       | 3.81       |
|    |   | A5        | 4.76       | 3.93       |
| 2  | Aspects of facility and infrastructure management | B1        | 4.76       | 3.84       |
|    |   | B2        | 4.87       | 3.91       |
|    |   | B3        | 4.77       | 3.79       |
|    |   | B4        | 4.74       | 3.67       |
|    |   | B5        | 4.75       | 3.73       |
| 3  | Procedural aspects of implementation              | C1        | 4.47       | 3.57       |
|    |   | C2        | 4.7        | 3.63       |
|    |   | C3        | 4.52       | 3.66       |
|    |   | C4        | 4.77       | 4.21       |
|    |   | C5        | 4.57       | 4.16       |

|  |               |    |       |       |
|--|---------------|----|-------|-------|
|  |               | D1 | 4.69  | 4.01  |
|  |               | D2 | 4.43  | 3.98  |
|  |               | D3 | 4.33  | 3.88  |
|  |               | D4 | 4.47  | 3.8   |
|  |               | D5 | 4.46  | 3.7   |
|  | Total         |    | 92.38 | 77.15 |
|  | Average value |    | 4.62  | 3.86  |

Figure 4.7 Cartesian Diagram at the Pilgrimage to the Tomb of Sheikh Asnawi Caringin



Every quadrant describe the situation Alone. With matching according to their interests and performance, tourist attractions can immediately improve the attributes that are considered important by tourists in time Which relatively short. Each quadrant the can be explained with explanation as following:

a) **Quadrant A (Priority Main)**

Quadrant A is quadrant Where satisfaction still low so that it becomes the main priority for improvement. Quadrant A attributes The following are the adequate number of officers on duty, the availability of clean and fragrant toilets, the pilgrimage site being clean, neatly arranged and comfortable, the environmental sustainability of the pilgrimage site being maintained, the availability of adequate places of worship and the guarantee of the security of tourists' belongings. Which enter in quadrant A, can sorted in accordance level his priorities is as following:

Table. 33 Attribute in Quadrant A

| No | Dimensions   | Attribute | Perception Level |
|----|--|-----------|------------------|
| 1  | The number of officers on duty is adequate                         | A4        | 4.66             |
| 2  | Guarantee of security of tourist goods                             | C2        | 4.7              |
| 3  | The environmental sustainability of pilgrimage sites is maintained | B4        | 4.74             |
| 4  | Adequate places of worship are available                           | B5        | 4.75             |
| 5  | Clean and fragrant toilets are available                           | B1        | 4.76             |
| 6  | The pilgrimage site is clean, neat and comfortable.                | B3        | 4.77             |

Priority levels are based on comparing the perceived value of each attribute with the average perceived value of 4.62. The lower the perceived value of each attribute, the higher

the priority for improvement of that attribute. This value is based on the perceived level rather than the expected level, because perception is a consumer's assessment of the product or service provided by a tourist destination. The lower the value, the lower the tourist satisfaction, and conversely, the higher the value, the higher the tourist satisfaction.

**b) Quadrant B (Keep it Performance)**

Quadrant B is the quadrant expected by Muslim tourists , and This attribute corresponds to what tourists feel. on Quadrant B The officers on duty are able to carry out their duties well, there is a safe and adequate parking area, the pilgrimage process is carried out in accordance with sharia, and the friendliness and politeness of the officers at the sharia hotel . As for Quadrant B, it can also be sorted according to the priority you want to maintain, as intable following:

Table. 34 Attribute in Quadrant B

| No | Dimensions   | Attribute | Perception Level |
|----|--|-----------|------------------|
| 1  | Friendliness and politeness of the staff at the Sharia hotel         | D1        | 4.69             |
| 2  | The officers on duty are able to carry out their duties well         | A5        | 4.76             |
| 3  | The pilgrimage process is carried out in accordance with the Shari'a | C4        | 4.77             |
| 4  | Safe and adequate parking is available                               | B2        | 4.87             |

Priority levels are based on the perceived value of each attribute. Compared to with average mark perception as big as 4.62 then the more low mark each person's perception attribute then the more tall priority these attributes in increasing tourist attraction. The lower the value, the lower it is also tourist satisfaction. On the other hand, the more tall mark *output* so the more tall also satisfaction the tourists.

**c) Quadrant C (Priority Low)**

Quadrant C is quadrant priority low. It means, quadrant the contains several attributes that are considered less important by Muslim tourists, although its performance No too expected, but ThatNo priority highest for repair.

Attribute that comes in Quadrant C is Sharia hotel staff are responsive in responding to tourists' needs, staff wear neat uniforms when carrying out their duties, good and polite pilgrimage guides are available, staff provide helpful information for tourists, and staff are able to communicate well with tourists.

Level priority based on on comparison between mark perception of each attribute with an average perception value of 4.62. The lower the value, the Which felt from every attribute, the more tall priority For repair those attributes.

Table 35. Attribute in Quadrant C

| No | Dimensions  | Attribute | Perception Level |
|----|---|-----------|------------------|
| 1  | The officers are able to communicate well with tourists.            | D5        | 4.46             |
| 2  | Officers wear neat uniforms when carrying out their duties.         | C1        | 4.47             |
| 3  | Officers provide helpful information for tourists.                  | D4        | 4.47             |
| 4  | Good and polite pilgrimage guides are available                     | C3        | 4.52             |
| 5  | Sharia hotel staff are responsive in responding to tourists' needs. | A3        | 4.6              |

This value is based on the level of perception, not the level of preference, because perception is the consumer's assessment of effectiveness place tour Which visited. The more low its value, the more low tourist satisfaction. Conversely, the higher the value, obtained then the more tall also satisfaction traveler.

**d) Quadrant D (Excessive)**

Quadrant D attributes are less important, but their performance is higher. Good. Attribute on Quadrant D is Sharia hotel staff are competent in carrying out their duties, Sharia hotel staff have good ethics, Staff always ensure the comfort and safety of tourists, Sharia hotel staff listen to tourists' requests and complaints, and Complete information instructions are available. The attributes included in quadrant D can be sorted according to the priority levels are as follows:

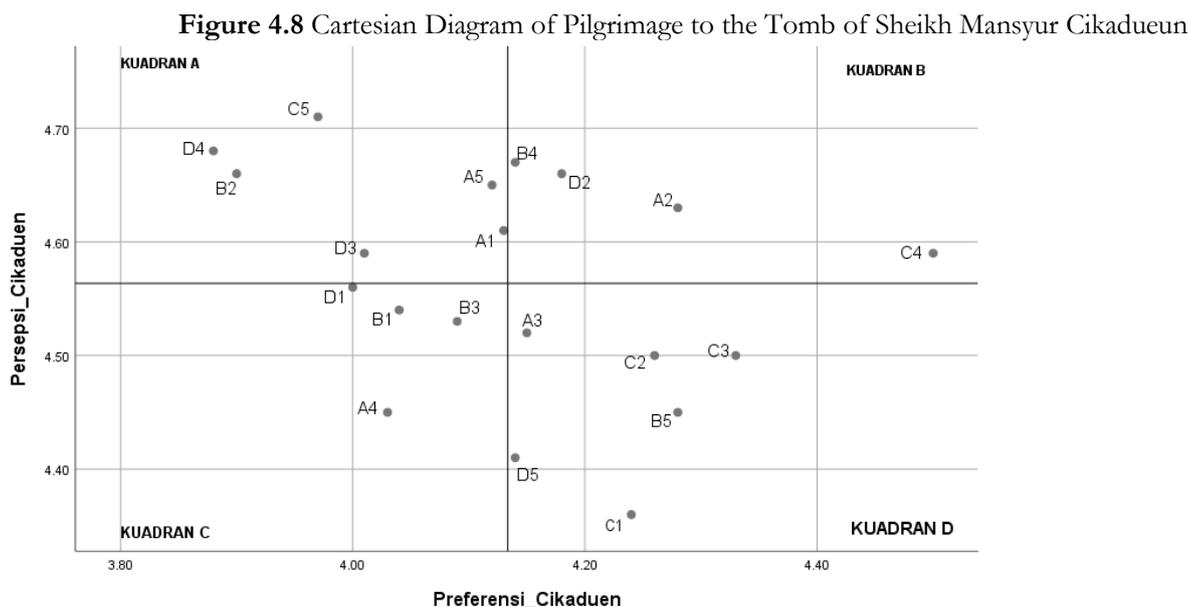
**Table 36** Attribute in Quadrant D

| No | Dimensions  | Attribute | Perception Level |
|----|---|-----------|------------------|
| 1  | Complete information instructions are available                       | D3        | 4.33             |
| 2  | Sharia hotel staff listen to tourists' requests and complaints        | D2        | 4.43             |
| 3  | Sharia hotel staff have good competence in carrying out their duties. | A1        | 4.49             |
| 4  | The staff at the Sharia hotel have good ethics.                       | A2        | 4.57             |
| 5  | Officers always ensure the comfort and safety of tourists.            | C5        | 4.57             |

Mark This based on on level perception, No level preference, Because perception is evaluation consumer toeffectiveness place tour Which visited. The more low value, the more low also satisfaction traveler. On the contrarythe more tall mark Which obtained so the more tall also satisfaction traveler.

**3) Sheikh Mansyur Cikadueun pilgrimage****Table 37.** Results Calculation Mark Level Perception And Preferences in the Pilgrimage to the Tomb of Sheikh Mansyur Cikadueun

| No            | Dimensions  | Attribute | Perception | Preference |
|---------------|---|-----------|------------|------------|
| 1             | Human resource aspects                              | A1        | 4.61       | 4.13       |
|               |   | A2        | 4.63       | 4.28       |
|               |   | A3        | 4.52       | 4.15       |
|               |   | A4        | 4.45       | 4.03       |
|               |   | A5        | 4.65       | 4.12       |
| 2             | Aspects of facility and infrastructure management   | B1        | 4.54       | 4.04       |
|               |   | B2        | 4.66       | 3.9        |
|               |   | B3        | 4.53       | 4.09       |
|               |   | B4        | 4.67       | 4.14       |
|               |   | B5        | 4.45       | 4.28       |
| 3             | Procedural aspects of implementation                | C1        | 4.36       | 4.24       |
|               |   | C2        | 4.5        | 4.26       |
|               |   | C3        | 4.5        | 4.33       |
|               |   | C4        | 4.59       | 4.5        |
|               |   | C5        | 4.71       | 3.97       |
| 4             | Aspects of ease of information and speed of service | D1        | 4.56       | 4          |
|               |   | D2        | 4.66       | 4.18       |
|               |   | D3        | 4.59       | 4.01       |
|               |   | D4        | 4.68       | 3.88       |
|               |   | D5        | 4.41       | 4.14       |
| Total         |   |           | 91.27      | 82.67      |
| Average value |   |           | 4.56       | 4.13       |



Every quadrant describe the situation Alone. With matching according to their interests and performance, tourist attractions can immediately improve the attributes that are considered important by tourists in time Which relatively short. Each quadrant the can be explained with explanation as following:

**a) Quadrant A (Priority Main)**

Quadrant A is quadrant Where satisfaction still low so that it becomes the main priority for improvement. Quadrant A attributes The Sharia hotel staff are competent in carrying out their duties, the staff on duty are capable of carrying out their duties well, there is a safe and adequate parking area, the staff always ensures the comfort and safety of tourists, there are complete information guides and the staff provide helpful information for tourists. The attributes in quadrant A based on their priority order are as follows:

**Table. 38.** Attribute in Quadrant A

| No | Dimensions  | Attribute | Perception Level |
|----|---|-----------|------------------|
| 1  | Complete information instructions are available                       | D3        | 4.59             |
| 2  | Sharia hotel staff have good competence in carrying out their duties. | A1        | 4.61             |
| 3  | The officers on duty are able to carry out their duties well          | A5        | 4.65             |
| 4  | Safe and adequate parking is available                                | B2        | 4.66             |
| 5  | Officers provide helpful information for tourists.                    | D4        | 4.68             |
| 6  | Officers always ensure the comfort and safety of tourists.            | C5        | 4.71             |

Priority levels are based on comparing the perceived value of each attribute with the average perceived value of 4.56. The lower the perceived value of each attribute, the higher the priority for improvement of that attribute. This value is based on the perceived level rather than the expected level, because perception is a consumer's assessment of the

product or service provided by a tourist attraction. The lower the value, the lower the tourist satisfaction, and conversely, the higher the value, the higher the tourist satisfaction.

**b) Quadrant B (Keep it Performance)**

Quadrant B is the quadrant expected by Muslim tourists , and This attribute corresponds to what tourists feel. on Quadrant B is Sharia hotel staff have good ethics, the environmental sustainability of the pilgrimage site is maintained, the pilgrimage process is carried out in accordance with sharia, and Sharia hotel staff listen to tourists' requests and complaints. As in Quadrant A, Quadrant B can also be sorted according to the priority you want to maintain, as intable following:

**Table. 39** Attribute in Quadrant B

| No | Dimensions   | Attribute | Perception Level |
|----|--|-----------|------------------|
| 1  | The pilgrimage process is carried out in accordance with the Shari'a | C4        | 4.59             |
| 2  | The staff at the Sharia hotel have good ethics.                      | A2        | 4.63             |
| 3  | Sharia hotel staff listen to tourists' requests and complaints       | D2        | 4.66             |
| 4  | The environmental sustainability of pilgrimage sites is maintained   | B4        | 4.67             |

Priority levels are based on the perceived value of each attribute. Compared to with average mark perception as big as 4.56 then the more low mark each person's perception attribute then the more tall prioritythese attributes in increasing tourist attraction. The lower the value, the lower it is also tourist satisfaction. On the other hand, the more tall mark *output* so the more tall also satisfaction the tourists.

**c) Quadrant C (Priority Low)**

Quadrant C is quadrant priority low. It means, quadrant the contains several attributes that are considered less important by Muslim tourists, although its performance No too expected, but ThatNo priority highest for repair. As for the attributes that comes in Quadrant C is the number of officers on duty is adequate, clean and fragrant toilets are available, the four pilgrimages are clean, neatly arranged and comfortable and the friendliness and politeness of the officers at the sharia hotel .

Level priority based on on comparison between mark perception of each attribute with an average perception value of 4.56. The lower the value, the Which felt from every attribute, the more tall priority For repair those attributes.

**Table 40.** Attribute in Quadrant C

| No | Dimensions   | Attribute | Perception Level |
|----|--|-----------|------------------|
| 1  | The number of officers on duty is adequate                   | A4        | 4.45             |
| 2  | The pilgrimage site is clean, neat and comfortable.          | B3        | 4.53             |
| 3  | Clean and fragrant toilets are available                     | B1        | 4.54             |
| 4  | Friendliness and politeness of the staff at the Sharia hotel | D1        | 4.56             |

Mark This based on on level perception, No level preference, this is caused by perception is evaluation consumer toeffectiveness place tour Which visited. The more low value, the more low also satisfaction traveler. On the contrary, the more big mark Which obtained so the more big also satisfaction traveler.

#### d) Quadrant D (Excessive)

Quadrant D attributes are less important, but their performance is higher. Good. Attribute on Quadrant D is Sharia hotel staff are responsive to tourists' needs, adequate prayer rooms are available, staff wear neat uniforms while carrying out their duties, security of tourists' belongings is guaranteed, good and polite pilgrimage guides are available, and staff are able to communicate well with tourists. The attributes in quadrant D, based on their priority order, are as follows:

**Table 41** Attribute in Quadrant D

| No | Dimensions  | Attribute | Perception Level |
|----|---|-----------|------------------|
| 1  | Officers wear neat uniforms when carrying out their duties.         | C1        | 4.36             |
| 2  | The officers are able to communicate well with tourists.            | D5        | 4.41             |
| 3  | Adequate places of worship are available                            | B5        | 4.45             |
| 4  | Guarantee of security of tourist goods                              | C2        | 4.5              |
| 5  | Good and polite pilgrimage guides are available                     | C3        | 4.5              |
| 6  | Sharia hotel staff are responsive in responding to tourists' needs. | A3        | 4.52             |

Mark This based on on level perception, No level preference, this is caused by perception is evaluation consumer toeffectiveness place tour Which visited. The more low value, the more low also satisfaction traveler. On the contrary, the more big mark Which obtained so the more big also satisfaction traveler.

#### Human Resources Aspects

- a. The officers on duty are able to carry out their duties well . mark results *gap* analysis of -2.03, steps that can be taken For repair is to improve human resource capabilities by providing training related to the management of sharia hotels and continuously evaluating the performance of the human resources owned by sharia hotel objects .

#### Aspects of Facilities and Infrastructure Management

- a. Clean and fragrant toilets are available mark results *gap* analysis of -1.51, steps that can be taken For repair This involves regularly checking the cleanliness and fragrance of the toilets to ensure they remain clean. Furthermore, Sharia hotel managers must collaborate with toilet providers outside their jurisdiction to ensure their toilets are always clean.
- b. Safe and adequate parking is available mark results *gap* analysis of -1.87, steps that can be taken For repair Sharia hotel managers must collaborate with various parties, both the surrounding community and other stakeholders, to provide adequate parking. Furthermore, Sharia hotel managers must also provide qualified and adequate human resources to ensure security and comfort in the parking area.

#### Aspects of Ease of Information and Speed of Service

- a. Friendliness and politeness of staff at sharia hotels mark results *gap* analysis of -2.00, steps that can be taken For repair is to conduct periodic evaluations of the human resources owned by the managers of sharia hotel objects so that the process of implementing standard operating procedures carried out by officers can be continuously monitored to ensure that it continues to run well and as it should.

### 3. Conclusion

Sharia-compliant hotels in Pandeglang Regency still require significant improvements, including facilities and infrastructure, supporting infrastructure for tourists, ease of access to the hotel, and management. The study focused on sharia-compliant hotels . in Pandeglang Regency and Sharia hotels on Carita Beach as samples to see how Muslim tourists perceive the service during their visit to Sharia hotels in Pandeglang Regency,

Banten Province. From the analysis results of questionnaires that have been distributed to 300 Muslim tourists who visited Sharia hotels in Pandeglang Regency, Banten Province . The data collection process in this study uses the method filling questionnaire Which made And distributed directly to those staying at sharia hotels and to managers of sharia hotels, as well as to outsiders who are not staying at sharia hotels and tourists visiting tourist attractions in Pandeglang Regency, Banten Province . The respondents were Muslim tourists who were staying at sharia hotels and visiting tourist attractions and were selected randomly .

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