



Customer Awareness of Shariah Compliant Hotels (Study on Hotel Customers in Malang)

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Abstract

This study aims to describe and analyze comprehensively and in detail the factors that are considered by customers in choosing hotels that comply with sharia principles in Malang City. This type of research is quantitative research. The data collection method used by researchers is the survey method. Respondents in this study were 171 sharia hotel consumers in Malang City. The data collected by questionnaire. The statistical test used Exploratory Factor Analysis (EFA). The results showed that there are 9 factors considered by customers in choosing a hotel that is in accordance with sharia principles in the city of Malang, namely Sharia Compliant Concept, Information, Sharia Service, Customer Acceptance, Reference, Needs, Experience Anda Art.

Keywords: *Shariah Compliant Concept; Shariah Compliant Practices and Customer Acceptance; Customer Awareness*

Introduction

Tourist interest in halal tourism is experiencing increasing growth (Satriana, 2018). This increase is in line with the increase in Muslim tourists from year to year (El-Gohary, 2016). In 2020, it is estimated that Muslim tourists will increase by 30% and the value will increase to US\$. 200 Billion. Furthermore, based on the global travel market shows there is a high demand for Islamic hospitality which is leading to the rapid growth of Islamic tourism. Thus, sharia hotels are one of the products that can be developed further to meet market demand. In order to cover halal tourism which has great potential for the country, several countries (mostly Muslim and non-Muslim) have started to implement tourism facilities, products and infrastructure to attract Muslim tourists. However, because halal tourism innovation is still new, many entrepreneurs and industry stakeholders are constrained in understanding halal tourism products, facilities and infrastructure (Han, et al, 2018).

Acceptance and Implementation The significant number of Muslim consumers and the increasing demand for Muslim tourists around the world will make the Islamic hotel concept more attractive. However, the real challenge is to provide services to customers in terms of competitive comfort and luxury, but at the same time need to maintain the spiritual quality standards demanded by Muslims. In other words, the level of acceptance of the Islamic hotel concept among Muslim tourists depends on the

level of service providers who take the initiative by integrating the hotel concept based on the Sharia concept (Razali, 2016).

It also began to increase awareness of the Muslim community, choosing a hotel as a place to stay when traveling with the aim of getting safe and comfortable accommodation. The Muslim middle class will choose a place to stay or a hotel by choosing a place that provides services such as there is a place to worship, the atmosphere is Islamic, and there is halal food (Henderson, 2016). Based on the results of Huda's research, Zuliha and Nuri (2017) state that there are other factors besides service, consumers prefer to use sharia hotels which have characteristics that prioritize the atmosphere of sharia hotels. The more it has good service and has the impression of a sharia hotel, the higher or greater the tourists or visitors to choose sharia hotels.

Hotel Syariah is an interesting principle because it combines the principle of trust and industrial systems. In sharia hotel activities, facilities, guests, marketing, culinary, decoration and ornaments, and operations are almost the same when using conventional hotel operations. However, sharia hotel operations do not neglect or abandon Islamic beliefs. In addition, sharia hotels also target market share for Muslim tourists, not closing the possibility for non-Muslim visitors. In accordance with the principle of being inclusive and universal, sharia hotels have the aim of not discriminating between Muslim tourists and non-Muslim tourists.

The research of Haque et al., (2019) found evidence that halal image specs, followed by halal awareness along with religiosity were found to have a large influence on Muslim consumers' purchase intentions for sharia-compliant hotels. Furthermore, purchase intention has a significant influence on the purchasing behavior of Sharia-based hotels. Further research by Prasetyo et al., (2020) religious tourism management strategies in developing SET-based sharia tourism (Shariah Enterprise Theory) can be seen from the plans, programs, and activities to achieve a tourism development goal. Namely realizing objects and tourist attractions of culture, nature, and special interests, realizing tourism service professionalism and understanding tourism products that support efforts to improve community welfare.

Marketing of halal tourism products in Indonesia can take the form of halal tourist destinations, halal restaurants, and sharia hotels. With the high development in Muslim tourists, it is necessary to have industrial policies such as halal culinary and hotel accommodation for Halal tourists. Malang City is one of the cities visited by the most tourists in Indonesia, in 2017 there were 4,444 people with a total of 4 million tourists, consisting of 12,456 foreign tourists and 4.3 million local tourists (Ministry of Culture and Tourism, 2018). Malang city has 45 tourist attractions such as mountains, beaches, national parks and museums. You can get around southern Malang and Batu by bicycle. Malang City is a temporary stopover for tourists while traveling, or referred to as a temporary stopover city. There are 104 hotels in Malang, which has increased to 64 since 2013 (BPS, 2016). With the increase in the hotel business sector and the increasing number of visitors visiting Malang, a business in the field of sharia-based hospitality services is needed that can be specifically tailored to the needs of consumers. Hotels can improve their consumer preferences when they are able to meet their customers' needs.

Referring to the results of previous studies and existing theories, this study seeks to examine more representatively about customer awareness of hotels in accordance with the principles of Sharia law in Malang City. Furthermore, this study aims to examine what factors are considered by customers in choosing hotels that comply with sharia principles in Malang City.

Theoretical

Sharia Tourism Concept

Some countries use the term Islamic tourism such as Islamic tourism, halal tourism, Muslim-friendly destinations, or halal tourism. Sharia tourism or sharia tourism is part of the tourism industry for

Islamic tourists. Islamic travel services apply according to Islamic rules. The concept of Islamic tourism is a concept that refers to all aspects of tourism activities that are integrated into values. Sharia values reflect Islamic beliefs and beliefs, and become the basic criteria for facilitating tourism activities (Widagdyo, 2015).

The concept of Islamic law is also related to the concept of holy and halal places in Islam. Halal can be understood as a natural thing, while haram means forbidden. The concept of halal can be digested from two points of opinion, namely from a religious point of view and from an industrial point of view. Religious opinion is an opinion about the law of food that can be eaten by Muslims based on their beliefs and has consequences for consumer protection. At the same time, from an industrial point of view. The prospect of food makers, the concept of halal, can be understood through business opportunities. The prospect of the food industry, where most of the target consumers are Muslims, so it is necessary to ensure the halalness of the products and increase the value in the form of intangible value. For example, food with a halal label on its packaging is an attraction for Muslim consumers (Henderson, 2010).

According to the Ministry of Tourism and Creative Economy and BPHDSN-MUI, sharia tourism has the following standards: (1) Based on the public interest. (2). Based on refreshment, enlightenment and serenity. (3). Must avoid superstition and polytheism. (4) Avoid unethical practices, such as adultery, pornography, pornography, drugs, alcohol, and gambling. (5). Always maintain behavior according to noble human values and ethics, such as avoiding immoral and hedonic behavior., (6). Protecting trust, comfort and safety., (7). Avoiding socio-cultural values and local wisdom.

Sharia Hotel Concept

The National Sharia Law Commission (DSN) approved DSN Decree No: 108/DSNMUI/X/2016 concerning Guidelines for Organizing Tours Based on Sharia Law Principles. The guide explains that the sharia hotel business is equipped with catering services, recreational activities and other facilities designed for profit-making in accordance with the principles of Islamic law. Hotel Syariah is a model hotel that implements hotel services in accordance with Islamic values or principles. Sharia Hotels by using the concept of Sharia law, hotel guests or users will feel safer and their comfort will be maintained (Puspita, 2014).

Henderson (2010) explains that hotels that use the sharia concept refer to hotels that do not ignore sharia rules in terms of obtaining, providing and using commercial and operating facilities. All components of hotel technical operational standards starting from the smallest, for example providing information about what is provided, the team to introducing the types of food available in reception policies and procedures, family rules, and they must ensure that everything complies with Sharia Hotel Standards.

The concept of an Islamic hotel or the concept of a shari'ah hotel is not applicable only to the Islamic religion, because it provides the benefits provided by the sharia hotel concept is not only used for tourists who are Muslim, but also good for them, everyone can get a healthy lifestyle. quality and healthy

According Salleh et al., (2014), a hotel that complies with Sharia law is specifically described as a hotel whose products, services and financial transactions are entirely following the principles of sharia law. All Islamic values, from the provision of halal food and beverages to the realization of safety, health, environmental and economic benefits for all mankind, regardless of religion, race, or culture. Sharia is the rule of law that is comprehensive in all aspects, starting with aqidah, fiqh, and morality. Apart from a set of guidelines that all Muslims must follow, certain things are allowed and prohibited. It is recommended that the guidelines or requirements for hoteliers include the five Maqashid (Basic Purpose) Principles of Islam to protect religion, life, wisdom and property lineage. When hoteliers consider the five basic objectives (Maqasid) when interpreting the concept of a hotel according to Islamic law, it will appeal to Muslim customers, especially as it is clearly an integral element into aspects of life starting from

ethics, fiqh and aqidah. From the Law Apart from a set of guidelines that all Muslims must follow, it also allows and forbids certain things.

Methodology

This type of research is quantitative research. Researchers used a questionnaire technique to collect data and collect data. Measurement of variables using a Likert scale with five alternative answers. The population of this research is hotel customers who are in accordance with the sharia concept in the city of Malang, amounting to 171 respondents. Measurement of the validity and reliability of the instrument was tested on 30 respondents. The data analysis technique used descriptive analysis of variables and Exploratory Factor Analysis (EFA).

Results

Instrument Test Results

An instrument is said to be valid if it is able to measure what is desired and can reveal data from the variables studied appropriately. The high and low validity of the instrument shows the extent to which the data collected does not deviate from the description of the variable in question. Statistically, the validity test was carried out by using the correlation technique of each item to the total factor value. A research instrument is said to be reliable if the research instrument can produce relatively consistent measurements if the measurements are carried out several times on the same object. For reliability testing, Cronbach's Alpha technique is used

Table 1. Validity and Reliability Test Results

Factors	Items	Correlation	Result	Cronbach's alpha
Syariah Compliant Concept	I am asking for advice from a third party on whether I should stay at a Sharia Compliant hotel or not	0,503	Valid	0,877
	I am asking for advice from a third party on whether I should stay at a Sharia Compliant hotel or not	0,593	Valid	
	I follow the news and developments about the concept of a Sharia Compliant hotel	0,745	Valid	
	I have discussions with friends and people around me about the concept of Sharia Compliant	0,760	Valid	
	I am aware of the problems and consequences of Sharia Compliant hotels	0,712	Valid	
	I learned about Sharia Compliant through friends and relatives	0,673	Valid	
	I understand very well the concept of a Sharia Compliant hotel	0,721	Valid	
	I learned about Sharia Compliant through reading materials	0,720	Valid	
	I have the experience of staying at a hotel with the concept of Sharia Compliant	0,681	Valid	
	I am asking for advice from a third party on whether I should stay at a Sharia Compliant hotel or not	0,637	Valid	
My family or relatives have the experience of staying at a hotel with the concept of Syariah Compliant	0,616	Valid		
Syariah	Art in the hotel must not describe the shape of a human	0,483	Valid	0,881

Compliant Practices	Separate prayer space	0,592	Valid	
	There is no nightclub entertainment	0,582	Valid	
	Larger event space to serve men and women separately	0,665	Valid	
	The furniture should follow according to Islamic rules and regulations	0,669	Valid	
	Separate male and female health facilities such as "ham-mams", spa and gym	0,688	Valid	
	Separate floor for single men, women and families	0,629	Valid	
	No alcoholic drinks in the in-room minibar	0,689	Valid	
	Not placing the bed and toilet in the direction of the Qibla	0,682	Valid	
	Quran, prayer mat, "subha" in each room or available at the reception	0,709	Valid	
	Alcohol cannot be served on-site	0,671	Valid	
	Muslim dominated staff	0,627	Valid	
	International standard of service combined with authentic Middle Eastern hospitality traditions	0,504	Valid	
	Only Halal food must be served	0,720	Valid	
	Customer Acceptance	Please indicate the possibility that you will choose the Syariah Compliant hotel concept	0,651	Valid
		How likely are you to choose a sharia hotel instead of non-sharia	0,735	Valid
A "regular" hotel for each different set of travel events		0,593	Valid	
How far do you insist on staying at a Shariah Company		0,730	Valid	
How fare are you insist on a particular hotel brand name when making a decision about which hotel to choose		0,688	Valid	
The concept of Sharia Compliant can be applied		0,819	Valid	
I believe in the benefits of the Sharia Compliant concept		0,715	Valid	
This Sharia Compliant concept always puts the interests of consumers first		0,772	Valid	
I am willing to stay in Syariah Compliant hotel		0,753	Valid	
Overall, I find this Syariah Compliant Concept is interesting		0,746	Valid	
The content of this Sharia Compliant concept is very valuable for me		0,805	Valid	
I think this Syariah Compliant hotel is very valuable for me		0,777	Valid	
I had a great experience staying in a conventional or standard hotel		0,504	Valid	
I will choose to stay at another conventional hotel, even a Sharia Compliant hotel is available		0,526	Valid	
				0.924

Based on table 1, all items are valid, where the correlation coefficient is greater than 0.149, with a total sample of 171 respondents and α : 0.05. This means that each valid item can be used to measure the variable. Sharia Compliant Concept, Sharia Compliant Practices and Customer Acceptance. Based on Cronbach's alpha value, all variables are said to be reliable.

Factor Analysis

The process of factor analysis in the first stage is based on the correlation matrix between variables. The formed factors are variables that are significantly correlated. In this stage factor analysis, the Measure of Sampling Adequacy (MSA) test is carried out, with the KMO Barlett's Test.

Table 2. Factor Analysis Conformity Test Results

Conformity Test	Conformity Index Value
KMO Measure of Sampling Adequacy	0.883
Sig Bartlett's test of sphericity	0.000
Chi-Square	3.879

Based on Table 2, it can be seen that the KMO MSA value is 0.883 so that the factor analysis process can be continued (KMO MSA value > 0.5). In addition, the Barlett's Test value shows a significance value of 0.000 (Barlett's Test significance value < 0.05) which has met the requirements of factor analysis.

Table 3. Factor Extraction test results

Component	Eigen Value	Percentage Variance	Cumulative Percentage
Syariah Compliant Concept	12.914	33.985	33.985
Information	3.862	10.163	44.148
Syariah Compliant Practices	1.800	4.737	48.885
Sharia Service	1.493	3.928	52.814
Costumer Acceptance	1.349	3.550	56.364
Reference	1.246	3.279	59.642
Needs	1.212	3.191	62.833
Experience	1.072	2.822	65.655
Art	1.008	2.653	68.307

Based on the results of factor extraction after being analyzed, it turned out to be 9 factors (eigen value > 1), namely factor 1 which was able to explain 33.985% of the variation of the specified variable, Factor 2 was able to explain 10.163%, factor 3 explained 4.737% of the variation of the specified variable, factor 4 explains 3.928 % variation of the specified variable, factor 5 explains 3.550 % variation of the specified variable, factor 6 explains 3.279 % variation of the specified variable, factor 7 explains 3.191% variation of the specified variable, factor 8 explains 2.822% variation of the specified variable, and factor 9 explains 2.653% of the variation of the specified variable.

Table 4. Test results Grouping by Component (Rotated Component Matrix)

Variable	Indicator Item	Factor Loading
Syariah Compliant Concept (Component 1)	Bed and toilet not facing the Qibla (CP9)	0.548
	Quran, prayer mat, subha in every room (CP10)	0.563
	Middle eastern hospitality combined service (CP13)	0.563
	Possibility of choosing a sharia hotel concept (CA1)	0.683
	Choosing a sharia hotel over a regular hotel (CA2)	0.575
	The sharia-compliant concept can be applied (CA6)	0.635
	Believing in the benefits of the sharia concept (CA7)	0.739
	Sharia-compliant concept prioritizing customers (CA8)	0.737
	Willing to stay in a sharia-compliant hotel (CA9)	0.741
	Very interesting sharia concept (CA10)	0.597

Variable	Indicator Item	Factor Loading
Information (Component 2)	The content of the sharia-compliant concept is very valuable (CA11)	0.690
	Sharia compliant hotel is very valuable (CA12)	0.694
	Following the news about the Sharia hotel concept (CC3)	0.698
	Discuss with friends and people around (CC4)	0.775
	Recognizing problems and consequences (CC5)	0.727
	Knowing Sharia Compliant through friends (CC6)	0.711
	Understand the Sharia Compliant hotel concept(CC7)	0.689
	Knowing Sharia Compliant through reading materials (CC8)	0.754
Syariah Compliant Practices (Component 3)	Separate prayer room (CP2)	0.635
	Serves men and women separately (CP4)	0.561
	Furniture according to Islamic regulations (CP5)	0.590
	Separate male and female health facilities (CP6)	0.602
	Separate floors for men, women and singles (CP7)	0.469
Sharia Service (Component 4)	No nightclub entertainment (CP3)	0.764
	No alcoholic beverages (CP8)	0.776
	Alcohol must not be served (CP11)	0.501
	Muslim-dominated staff (CP12)	0.497
Customer Acceptance (Component 5)	Only halal food is served (CP14)	0.495
	Insist to stay in Syariah hotel (CA4)	0.740
Reference (Component 6)	Insist on a specific hotel brand name (CA5)	0.639
	Seek advice from third parties (CC1)	0.754
Needs (Component 7)	Asking for advice should stay at a Sharia hotel (CC10)	0.616
	Hotels for every series of travel events (CA3)	0.447
	Had a great experience staying at the hotel (CA13)	0.610
Experience (Component 8)	Choose to stay at another conventional hotel (CA14)	0.742
	Have experience staying at sharia hotel (CC9)	0.769
Art (Component 9)	Family or relatives have experienced staying at Sharia hotels (CC11)	0.729
	Art in the hotel must not depict Human form (CP1)	0.749

To determine the grouping of items on certain factors can be seen based on the largest value. Based on table 4.10, it can be seen that the items CP9, CP10, CP13, CA1, CA2, CA6, CA7, CA8, CA9, CA10, CA11, and CA12 are grouped into component 1 (factor 1), namely the Sharia Compliant Concept factor. Items CC3, CC4, CC5, CC6, CC7, and CC8 are grouped into component 2 (factor 2), namely the Information factor. Items CP2, CP4, CP5, CP6, and CP7 are grouped into component 3 (factor 3), namely the Sharia Compliant Practices factor. Items CP3, CP8, CP11, CP12, and CP14 are grouped into component 4 (factor 4), namely the Sharia Service factor. Items CA4 and CA6 are grouped into component 5 (factor 5), namely the Customer Acceptance factor. Items CC1 and CC10 are grouped into component 6 (factor 6), namely the Reference factor. Items CA3, CA13 and CA14 are grouped into component 7 (factor 7), namely the need factor. Items CC9 and CC11 are grouped into component 8 (factor 8) namely the Experience factor. CP1 items clustered on component 9 (factor 9), namely the Art factor. Thus, the factors that customers consider in choosing a hotel with sharia principles in Malang City

Discussion

Based on the exposure to the results of factor analysis, it shows that there are nine factors that are considered by customers in choosing hotels with sharia principles in Malang City. These nine factors will be explained from the highest to the lowest eigenvalues sequentially as follows:

Syariah Compliant Concept

The Sharia Compliant Concept is the first factor that consumers consider in choosing a hotel with sharia principles in Malang City. The Sharia Compliant Concept factor ranks first with the highest eigenvalue. That is, the service factor is the dominant factor considered by consumers in choosing a hotel with sharia principles in Malang City. Muhammad et al., (2021) specifically describe Sharia Compliant hotels as hotels where the products, services offered, and financial transactions fully comply with Sharia principles, from serving halal food and beverages to implementing all parameters of Islamic values for health, safety, environment, and economic benefits for all human beings regardless of race, religion or culture. Thus, the Sharia Compliant Concept is one of the core factors that determine consumers' behavior, including making purchasing decisions.

There are twelve items in the Sharia Compliant Concept, yaitu Bed and toilet not facing the Qibla, Quran, prayer mat, subha in every room, Middle eastern hospitality combined service, Possibility of choosing a sharia hotel concept, Choosing a sharia hotel over a regular hotel, The sharia-compliant concept can be applied, Believing in the benefits of the sharia concept, Sharia-compliant concept prioritizing customers, Willing to stay in a sharia-compliant hotel, Very interesting sharia concept, The content of the sharia-compliant concept is very valuable, Sharia compliant hotel is very valuable.

Muslims for the middle social class are starting to look at hotels that provide tranquility in worship, namely there are places of worship, the environment shows an Islamic atmosphere and the food in the restaurants is guaranteed to be halal. (Satriana, 2018) Indonesia is a country with the majority of the population being Muslim, therefore people also need facilities and services that are in accordance with Islamic principles, including hotel services. Hotels with sharia concepts are the choice of customers because they provide facilities and services that are in accordance with the values of trust held by these customers.

Information

Information is the second factor that consumers consider in choosing a hotel with sharia principles in Malang City. There are six items in the information factor, namely Following the news about the Sharia hotel concept, Discussing with friends and people round, Recognizing problems and consequences, Knowing Sharia Compliant through friends, Understand the Sharia Compliant hotel concept and Knowing Sharia Compliant through reading materials.

Syariah Compliant Practices

Sharia Compliant Practices is the third factor that customers consider in choosing a hotel with sharia principles in Malang City. The developing sharia principle is an alternative for tourists who want to keep running everything in the corridor of Islamic law. The principle of sharia hotels makes it easier for tourists, especially Muslim tourists to stay at hotels, but still ensures the convenience of worship and the halal food they consume. This is because tourists have a choice in determining where to stay according to their principles. The percentage of Indonesian Muslims reaches up to 12.7 percent of the world's population. Of the 205 million Indonesian population, it is reported that at least 88.1 percent are Muslim (Indrawan, 2015).

There are five items in the Sharia Compliant Practices factor. Namely Separate prayer room, Serves men and women separately, Furniture according to Islamic regulations, Separate male and female health facilities, Separate floors for men, women and singles. Sharia is a law that covers every aspect of life from aqidah, fiqh, and morals where it allows and forbids certain things in addition to a set of guidelines that all Muslims need to follow. In initiating guidelines or requirements for hotel operators, it is recommended to include the five Maqasid (basic goals) of Islamic principles which are to preserve religion, life, lineage, intelligence, and property.

When hotel managers consider these five elements in their interpretation of the Sharia Compliant hotel concept, it will attract Muslim customers especially because it is clearly an important part of the higher goals of Sharia that all Muslims must adhere to. In this study, the item with the largest factor loading value is a separate prayer room. Sharia hotels have several hotel facilities services such as prayer directions, providing halal food and drinks only, hotel prayer rooms, Al-Quran, and complete prayer equipment in each hotel room.

Sharia Service

Sharia service is the fourth factor that consumers consider in choosing a hotel with sharia principles in Malang City. There are five items in the Sharia Service factor, namely No nightclub entertainment, No alcoholic beverages, Alcohol must not be served, Muslim-dominated staff, Only halal food is served.

Customer Acceptance

Customer Acceptance is the fifth factor that customers consider in choosing a hotel with sharia principles in Malang City. There are two items in the Customer Acceptance factor. Namely, Insist to stay in Sharia hotel and Insist on a specific hotel brand name.

Reference

Reference is the sixth factor that consumers consider in choosing a hotel with sharia principles in Malang City. There are two items in the reference factor. Namely Seek advice from third parties and Asking for advice should stay at a Sharia hotel.

Needs

Needs are the seventh factor that customers consider in choosing a hotel with sharia principles in Malang City. There are three items in the need factor. Namely Hotels for every series of travel events, Had a great experience staying at the hotel and Choose to stay at another conventional hotel.

Experience

Experience is the eighth factor that customers consider in choosing a hotel with sharia principles in Malang City. The experience factor consists of Have experience staying at sharia hotels asnda Family or relatives have experienced staying at Sharia hotels.

Art

Art is the ninth factor that customers consider in choosing a hotel with sharia principles in Malang City. There is one item in the art factor, namely Art in the hotel must not depict Human form. The item with the largest factor loading value is Art in the hotel must not depict the Human form.

Conclusion

Based on the results of factor analysis, it is known from the 39 specified factors that MSA value factor values are produced, the extraction results from 39 factors produce 9 factors (eigen value > 1), based on the results of the varimax rotated component matrix it is clear that there are 9 groupings of the specified factors, namely the Sharia Compliant Concept, Information, Sharia Service, Customer Acceptance, Reference, Needs, Experience and Art,

Based on the results of the total variance explained, it shows that the Sharia Compliant Concept is the dominant factor considered by customers in choosing a hotel with sharia principles in Malang City.

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