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THE INFLUENCE OF BRAND IMAGE AND FACILITIES ON THE DECISION TO STAY AT A SHARIA HOTEL (CASE STUDY OF HOTEL SOFYAN CUT MEUTIA JAKARTA)

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ABSTRACT

Following the resurgence of the tourism industry and the projection that world Muslim tourist arrivals will continue to increase after the Covid-19 pandemic, the presence and the brand image of sharia hotels as part of tourism industry should developed also. Brand image and facilities are among the factors that influence guests on decision to stay in a hotel. As the first sharia hotel certified by the MUI National Sharia Council, the brand image should be strong enough and can be a reason for guests to come. This study aims to determine how much the brand image and facilities have influence on the decision to stay at Hotel Sofyan Cut Meutia.. This study uses a quantitative approach by distributing questionnaires to 100 respondents. The results showed that the effect of brand image and facilities on the decision to stay was 4.7%. In fact, form this study, there is no influence between the brand image on the decision to stay. On the other hand, there is an influence between the facilities on the decision to stay. Simultaneously the brand image and facilities variables have a positive and significant effect on the Hotel Sofyan Cut Meutia Jakarta. Although Hotel Sofyan Cut Meutia has a good image by the surrounding community, it turns out that not all visitors who choose Hotel Sofyan Cut Meutia have recognized its brand image as sharia hotel.

Keywords: Brand Image, Facilities, Decision to Stay, Sharia Hotel, Halal Tourism

INTRODUCTION

Accelerating the development of the halal industry and halal tourism as an important pillar of national and global economic growth after the pandemic is one of the 9 points generated in the Declaration of the World Halal Resolution resulting from the 2022 International Halal Congress, June 14-18, 2022 in Bangka Belitung (Maramis, 2022). Meanwhile, the 2022 Global Muslim Travel Index (GMTI) shows growth data and projections that world Muslim tourist arrivals will continue to increase after a decline during the Covid-19 pandemic. In 2028, it is projected that Muslim tourist arrivals will increase to 230 million arrivals with spending reaching USD225 billion (Gamal, 2022). Considering its huge potential, several Muslim countries in the world compete with each other in attracting foreign tourists to visit and enjoy halal tourism packages in the country.

Halal tourism or Islamic tourism was first introduced in 2000 at a meeting organized by the OIC (Organization of Islamic Corporation) or OIC (Organization of Islamic Cooperation). In 2015, halal tourism began to be developed after the World Halal Tourism Summit (WHTS) in Abu Dhabi, UAE (Surur, 2020:25). People claimed it differently in various countries. Some call it Moslem Friendly Tourism, Halal Lifestyle, Islamic Tourism, or Halal Travel. Indonesia has the largest Muslim population in the world, with an estimated 229 million Muslims living in Indonesia. Overall, 87.2% of Indonesia's 263 million population or about 13% of the world's Muslim population (FR. Yahya, 2020). Therefore, Indonesia has great potential to develop sharia tourism. Given that the majority of the population is Muslim, the natural culture has developed an Islamic social life. Therefore, in most tourist destinations, they are friendly to Muslim travelers. Indonesia utilizes this potential to continue developing tourism.

Indonesia's prospects in developing halal tourism also have been recognized worldwide. This is not without reason, considering that Indonesia has won many awards in the realm of world halal tourist destinations. For example, in 2019, Indonesia was ranked first as the Best Halal Tourism in the World by the Global Muslim Travel Index (GMTI) ahead of 130 other participating countries (Kemenparekraf.go.id, 2021).

Hotels as the main supporting facilities for tourism certainly play an important role in the success of halal tourism. The presence of hotels with the concept of sharia is a necessity in halal tourism. Indonesia is working to increase the presence of sharia hotels as part of efforts to develop halal tourism. The Indonesian Minister of Tourism and Creative Economy has compiled guidelines for the implementation of sharia hotels. The Sharia law referred to here is the principles of Sharia law established by fatwa or approved by the Indonesian Ulema Council (Ministry of Tourism, 2015). However, the 2016 Minister of Tourism and Creative Economy Regulation on the Implementation of Sharia Hotel Business Guidelines (Permen Parekraf 2/2014) was revoked because Permenparekraf 2/2014 is no longer in accordance with the needs and development of tourism at this time. Therefore, the current commercial activities of Islamic hotels are only guided by the Fatwa of the National Sharia Council (DSN MUI) which contains regulations related to Islamic hotels (Usanti TP, 2021).

Based on BPS data (2019), the total number of hotels in the star hotel category is 3,516 hotels and non-star hotels are 12,246 hotels. However, the fact is that there are only five sharia hotels officially certified by DSN (Indonesian Sharia Council) MUI, including Solo Sharia Hotel, Hotel Sofyan Cut Meutia Jakarta, Hotel Sofyan Tebet, and two other hotels in Aceh (DSN MUI, 2019). From this number it is still far to meet the needs of halal tourism, ideally there are 372 hotels labeled sharia in Indonesia (Maulidina M, 2021). The MUI National Sharia Council Fatwa No. 108/DSN-MUI/X/2016 concerning guidelines for organizing tourism based on sharia principles explains that the sharia hotel business is the provision of accommodation in the form of rooms in a building that can be equipped with eating and drinking services, entertainment activities and or other facilities on a daily basis with the aim of making a profit which is carried out according to sharia principles.

Hotel Sofyan is a hotel that has been established since 1971, but then changed the concept from a conventional hotel to a sharia hotel in 2003 until now. Although currently halal tourism in Indonesia is still not developing, Hotel Sofyan still survives with the concept of sharia and the number of visitors is quite large. According to the results of research by Huda, et al (2017), the higher and better the image of an Islamic hotel, the more likely people will choose the Islamic hotel. In addition to image, facilities, price, service quality, and uniqueness are also factors that influence guests to choose a hotel.

METHOD

This study uses quantitative approach, with a population of 3,216 visitors and a sample of 100 respondents (using the Slovin formula). The sampling technique used in this research is purposive sampling, namely the researcher selects a purposive sample, using a questionnaire distributed to respondents/guest that stay in Hotel Sofyan Cut Meutia, Jakarta.

The hypotheses are:

H1 = Brand image (X1) influences the decision to stay in a sharia concept hotel,

H2 = facilities (X2) influences the decision to stay in a sharia concept hotel, and

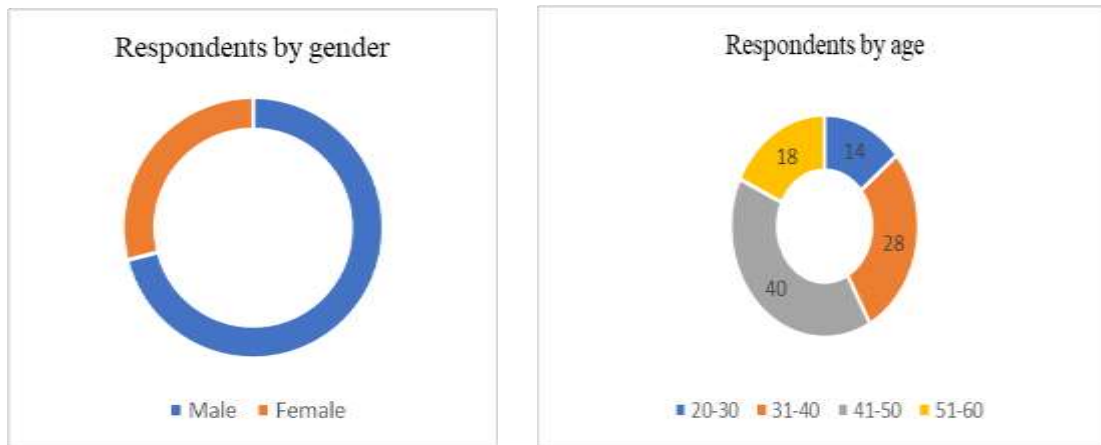
H3 = Brand image and facilities simultaneously influence the decision to stay in a sharia concept hotel.

RESULTS AND DISCUSSION

Hotel Sofyan is the first sharia hotel in Indonesia. Established in 1971, at that time Hotel Sofyan was still a conventional hotel. But over the time, the management began to transform the concept into a sharia hotel. All services and products presented by Hotel Sofyan must refer to the Halal Assurance System. Ten years preparing a halal hotel, Hotel Sofyan implements Islamic policies and culture in its hotel ecosystem,

both for Hotel Sofyan Cut Meutia and Hotel Sofyan Tebet. The workers are also trained to apply friendly service and dress that applies sharia values.

Respondents Profile



The respondents are mostly male. And the age mostly between 41-50 years old, followed by age of 31-40. It can be seen that most guests are in productive age category.

Data Analysis

Table 1.1 Multiple Linear Regression Analysis



		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	23.298	4.152		5.611	.000
	<u>Brand image</u>	-.035	.127	-.027	-.274	.784
	Facilities	.229	.088	.261	2.609	.011

- a. Dependent Variable: Decision to stay

Based on data analysis, the regression equation results are as follows:

$$Y = 23.298 + (-0.035) X1 + 0.229 X2 + e$$

The regression equation above can be interpreted as follows:

A constant of 23.298 means that if the brand image (X1) and facilities (X2) value is 0, then the value of the decision to stay (Y) is 23.298.

The regression coefficient of the brand image variable (X1) is -0.035, meaning that there is a negative relationship between brand image and the decision to stay by 3.5%. The more brand image increases, the lower the decision to stay.

The regression coefficient of the facilities variable (X2) is 0.371, meaning that there is a positive relationship between facilities and the decision to stay by 37%. The more the facilities increases, the more the staying decision increases.

Sharia brand image for Hotel Sofyan Cut Meutia based on this research is not the reason guests decide to stay. According to brand awareness pyramid, the brand image of Hotel Sofyan Cut Meutia as a sharia hotel is still at the brand unaware level. This is the lowest level where consumers are unaware of a brand. Meanwhile, the coefficient of determination (R^2) generated by regression analysis are as follows as follows:

Table 1.2 Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.257 ^a	.066	.047	3.199

a. Predictors: (Constant), Brand image, facilities
 b. Dependent Variable: Decision to stay

Based on Table 1.2 above, the R Square number is 0.047 or 4.7%. It shows that the influence of the independent variables (brand image and facilities) on the dependent variable (decision to stay) is 0.047. It shows that the independent variables used in the model (brand image and facilities) is able to explain 4.7% of the variation in the dependent variable (decision to stay). While the remaining 95.3% is influenced or explained by other variables not included in this research model.

Table 1.3 t-Test Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.298	4.152		5.611	.000
	Brand image	-.035	.127	-.027	-.274	.784
	Facility	.229	.088	.261	2.609	.011

a. Dependent Variable: decision to stay

Based on table above, in variable X1 (brand image), the value of t count (-0.274) < t table (1.988), the significant value of X1 (0.784) > 0.05 means that there is no influence between the brand image variable (X1) on the decision to stay (Y) and there is a negative relationship between brand image (X1) and the decision to stay (Y).

While in variable X2 (facilities), the value of t count (2.609) > t table (1.988), the significant value of X2 (0.011) < 0.05 means that there is an influence between the facilities variable (X2) on the decision to stay (Y) and there is a positive relationship between the facilities (X2) and the decision to stay (Y).

Table 1.3 F-Test Analysis

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	70.134	2	35.067	3.427	.036 ^b
	Residual	992.616	97	10.233		
	Total	1062.750	99			

a. Dependent Variable: decision to stay

b. Predictors: (Constant), Facility, Brand image

The results of the f test, it can be seen that the value of f Count (3.427) > f Table (3.09) and significant (0.036) > 0.05 means that there is a significant influence between brand image and facilities simultaneously on the decision to stay.

Based on the observations, researchers found that the facilities at Hotel Sofyan Cut Meutia has reflected a sharia hotel, such as the provision of worship equipment, the presence of showers for ablution in each room, and restaurants that only sell halal food and drinks. The existence of these facilities is certainly expected to attract more visitors, especially Muslim visitors to stay at Hotel Sofyan Cut Meutia.

Although Hotel Sofyan Cut Meutia has a good image by the surrounding community, it turns out that not all visitors who choose Hotel Sofyan Cut Meutia have recognized its brand image as sharia hotel. According to a brief interview with several guests, it turned out that the reason for choosing the Hotel Sofyan Cut Meutia is because its strategic location. In fact, this hotel is near the offices area and also close to several hospitals such as Menteng Mitra Afia, Primaya Hospital PGI Cikini, and Cipto Mangunkusumo hospital. This is why most guests are people who are on outpatient care or people who are on business trips.

CONCLUSION

Based the coefficient of determination test, the R Square number is 0.047 or 4.7%. It shows that the influence of the independent variables (brand image and facilities) on the dependent variable (decision to stay) is 0.047. It shows that the independent variables used in the model (brand image and facilities) is able to explain 4.7% of the variation in the dependent variable (decision to stay). While the remaining 95.3% is influenced or explained by other variables not included in this research model.

T-test and F-test shown that H1 is rejected, H2 is accepted, and H3 is accepted. There is no influence between the brand image variable (X1) on the decision to stay (Y). On the other hand, there is an influence between the facilities variable (X2) on the decision to stay (Y).

Although Hotel Sofyan Cut Meutia has a good image by the surrounding community, it turns out that not all visitors who choose Hotel Sofyan Cut Meutia have recognized its brand image as sharia hotel. According to brand awareness pyramid, the brand image of Hotel Sofyan Cut Meutia as a sharia hotel is still at the brand unaware level. We recommend the management to improve marketing strategies, especially digital marketing on social media such as Instagram, Facebook, and Tiktok to enhance its brand image as sharia hotel.

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