

Model Relationship between Customer Perception of Sharia Compliant Hotel, Customer Value and Revisit Intention to Supporting Halal Tourism in West Sumatera

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Abstract:- This research is motivated by the fact that currently the sharia-based tourism industry such as hotels, culinary and tourist attractions is a sector that is quite rapidly growing in the era of the global economy. This study aims to: 1) analyze the influence of perceptions of the Sharia Compliant hotel concept on the revisit of tourist intentions in West Sumatra, 2) analyze the influence of customers value on the revisit of tourist intentions in West Sumatra. The type of research used is exploratory, time horizon is cross section, the approach used is quantitative. The sampling technique is purposive sampling, with criteria, at least one time staying at a sharia-based hotel in West Sumatra Province and already 17 years old, sample size used in this study were 100 respondents and were taken on respondents who live in West Sumatra. Data analysis method uses SEM (Structural Equation Modeling) based on components or variants, which are operated through PLS software applications. The results of the study reveal that consumer perceptions of sharia-based hotels have a positive effect on their revisit intention. The value of consumers influences the revisit of consumers' intention towards sharia-based hotels. This is indicates that the better services, design interior and financial management will increase their visits intention to stay in sharia-based hotels.

Keywords:- Perception, Sharia Hotels, Sharia Compliant Hotels, Customers Value, Revisit Intention

I. INTRODUCTION

Sharia tourism is one of the strengths of tourism that Indonesia wants to highlight. The Ministry of Tourism and Creative Economy together with the Indonesian Ulama Council (MUI) has launched sharia tourism in Indonesia. There are four priority products in sharia tourism, that is hotels, restaurants, travel agents and spa businesses (Supriadin, 2014). Furthermore, the government has established nine sharia tourist destinations in Indonesia, including West Sumatra, Riau, Lampung, Jakarta, Banten, West Java, East Java, Lombok and Makassar (Paramitha, 2016). Sharia tourism potential is quite high, Based on research conducted by the Master Card & Crescent Rating on the Global Muslim Travel Index (2015), data show that in 2016 there were 108 million Muslims who had traveled at a cost of \$ 145 billion. This figure represents around

10% of the total global tourism economy. By 2020 Muslim tourists are predicted to increase to 150 million at a cost of US \$ 200 billion. Furthermore, Muslim tourists will continue to increase and become one of the fastest growing tourism sectors in the world.

The data above illustrates how the sharia tourism business is very tempting. Therefore, both Muslim and non-Muslim countries, competing to offer the concept of sharia tourism, Indonesia is currently ranked sixth, which of course also does not want to miss to develop this business. sharia tourism development initiated by the Ministry of Tourism and Creative Economy needs to be supported, because West Sumatra province is one of the main destinations for sharia tourism and of course it needs to provide facilities for Muslim tourists, one of which is sharia hotel accommodation. In West Sumatra, the development of the number of sharia hotels showed a significant development because it was driven by the increasing number of tourist visits from Malaysia and Singapore, and there were 17 Sharia Hotels in West Sumatra. Sharia Compliant hotel is a form of service innovation that will affect the revisit intention to stay in a sharia-based hotel again and one of the positive impacts of a sharia hotel is to be able to change people's negative perceptions of the hotel. Therefore, consumer perceptions of the application of sharia compliant hotels and tourist value can be measured by looking at their influence on tourist revisit intention to stay back in sharia-based hotels and will be analyzed in several sharia hotels spread over West Sumatra province.

There were a number of issues encountered regarding the perception of tourists regarding the sharia-compliant hotel concept, namely the low level of public understanding of the sharia-based hotel concept even though currently in other developing countries, Japan, Thailand and Singapore, they were very concerned about this concept. Sharia hotel businesspersons do not yet understand the importance of service innovation that is unique to the hotel sharia compliant concept so that tourists do not feel superior value when staying in sharia hotels, so the rate of return visits tends to be not optimal despite hotel developments sharia-based in every city in West Sumatra Province shows an increase but has not been accompanied by an increase in the number of return visits (revisit intention). This research is very important and urgent because the concept of hotel sharia compliant and service innovation that has not been

given maximum will have an impact on the perceived value of tourists (tourist value) and the intention to visit (revisit intention) to a sharia-based hotel. So this study was conducted to analyze how the perception of the Sharia Compliant hotel concept and tourist value influence the revisit intention of tourists in West Sumatra in order to Support Tourism Halal in West Sumatra.

II. RESEARCH METHOD

Based on the relationship pattern, the type of research conducted is exploratory, Time horizon in this study is cross section, namely through the distribution of questionnaires and the approach used in this study is a quantitative approach. The population used was all visitors who had stayed at sharia-based hotels in West Sumatra and the respondents selected in this study were respondents who had stayed at a sharia-based hotel in West Sumatra and were Muslim and aged 17 years and over represented by 100 respondents who considered to have represented the number of respondents to be analyzed because of the limited time and the sampling technique used in this study was purposive sampling. The type of data used is primary data, namely data that is directly collected and processed by researchers. The data source comes from the results of distributing questionnaires given to respondents who meet the sampling requirements. And data collection techniques used are data retrieval directly with field methods, namely surveys in the form of questionnaires distributed to respondents who have stayed in sharia-based hotels in 3 cities in West Sumatra.

This research uses data analysis SEM (Structural Equation Modeling) based on components or variants, which are operated through the SMART / PLS program. To describe the relationship between latent variables (structural model / Inner model) evaluated using R-square for the dependent construct, Stone-Geisser Q-square test for predictive relevance and t test and significance of the structural path parameter coefficients, for convergent validity of the measurement model with the reflective model the indicator is assessed based on the correlation between the item score / component score and the construct score calculated by PLS. Discriminant validity of the measurement model / Outer Model with reflective indicators is assessed based on cross-loading measurements with constructs or it can also be assessed by comparing the square root value of Average Variance Extracted (AVE) of each construct with a correlation between other constructs in the model and To test hypotheses, in research this will be tested with the SEM (Structural Equation Models) model, namely path analysis and the next test is to see the significance of the influence between variables by looking at the value of parameter coefficients and statistical significance t. The coefficient value of the path or inner model shows the level of significance in testing the hypothesis.

III. RESULT AND DISCUSSION

The characteristics of respondents who dominated sex were women as much as 64%, this situation illustrates that currently women also have a greater opportunity to choose and stay in sharia-based hotels. The age range of 17-25 years as much as 42% which dominates and the least is the range of 36-45 years as much as 5%. Someone at the age of 17-25 years is in productive age and enjoys traveling activities that involve motor activities and have great curiosity. The status of respondents who dominate is not married as much as 55%, status affects individuals in behavior, now vacation activities are a family lifestyle that is supported by a family's financial ability. The majority of respondents came from the city of Padang as much as 45%. In the last education the highest score of respondents was Bachelor (S1) as much as 55%, because the level of education affected financial ability and their decision to choose to stay in a sharia-based hotel. Employment that dominates is private employees by 30% and the income of the most respondents is above 6 million, which means that relatively large incomes provide opportunities for these individuals to take advantage of time to vacation and stay at sharia-based hotels. The source of hotel information is dominated by internet / social media / websites by 54%, Progress in information technology provides an opportunity to share information. The frequency of most stays is 1 time by 60% and the maximum stay of 2 days is 42%, indicating that they have an interest in staying at a sharia-based hotel because they feel safe and comfortable. And the purpose of most stays is meetings / seminars accompanied by tours and family visits. The most occupied hotels are Rangkayo Basa Padang Hotel and Bunda Bukittinggi Hotel.

A. Respondent’s Response to Sharia-Based Hotel Perception Variables

No	Statement	A. Service dimension							Total	Average
			Score							
			1	2	3	4	5			
P1	Hotel sharia does not provide food or beverages are forbidden.	F	1	1	2	19	77	100	4,7	
		%	1	1	2	19	77	100		
P2	Halal labels are listed in every food and drink provided by sharia hotels.	F	0	0	27	41	32	100	4,05	
		%	0	0	27	41	32	100		
P3	Availability of Al-Quran and Prayer tools in every room and prayer room in sharia hotels.	F	0	2	6	30	62	100	4,52	
		%	0	2	6	30	62	100		
P4	The majority of Hotel Syariah employees are Muslim	F	0	1	8	35	56	100	4,46	
		%	0	1	8	35	56	100		
P5	Sharia Hotel employee clothes follow Islamic sharia/	F	0	1	11	42	46	100	4,33	
		%	0	1	11	42	46	100		
P6	Sharia Hotel employees have an Islamic character / way of life	F	0	2	19	44	35	100	4,12	
		%	0	2	19	44	35	100		
P7	Sharia hotels provide Islamic-themed music entertainment or religious and nasyid songs such as opick songs, nisa sabyan etc.	F	1	6	37	33	23	100	3,71	
		%	1	6	37	33	23	100		
P8	Sharia hotels provide television broadcasts that inform about Islam and the Islamic world	F	0	7	39	30	24	100	3,71	
		%	0	7	39	30	24	100		
P9	Sharia hotels do not provide nightclub entertainment.	F	3	2	4	16	75	100	4,58	
		%	3	2	4	16	75	100		
P10	The sharia hotel party announces the call to prayer every time the prayer enters.	F	0	5	20	32	43	100	4,13	
		%	0	5	20	32	43	100		

No	Statement	B. Design and Interior Dimensions							Total	Average
			Score							
			1	2	3	4	5			
D1	Prayer Room in sharia hotels has an adequate size.	F	0	4	18	39	39	100	4,13	
		%	0	4	18	39	39	100		
D2	In sharia hotels there are qibla directions in each room.	F	0	0	5	25	70	100	4,65	
		%	0	0	5	25	70	100		
D3	The existence of a holy level / boundary sign for sharia hotel guests can wear shoes, to avoid being unclean.	F	0	4	33	36	27	100	3,86	
		%	0	4	33	36	27	100		
D4	Sharia hotels provide a place that is used for ablution in each bathroom room.	F	1	7	29	39	24	100	3,78	
		%	1	7	29	39	24	100		
D5	The bathroom door in a sharia hotel must be a little farther from the entrance of the hotel room.	F	1	11	31	25	25	100	3,62	
		%	1	11	31	25	25	100		
D6	Sharia hotels provide prayer schedules in the lobby room.	F	0	8	24	37	31	100	3,91	
		%	0	8	24	37	31	100		
D7	Sharia hotels separate recreational facilities such as gym, spa and swimming pool between men and women .	F	2	4	26	32	36	100	3,96	
		%	2	4	26	32	36	100		
D8	Beds and toilets in sharia hotels are positioned not facing Kiblah	F	0	5	20	40	35	100	4,05	
		%	0	5	20	40	35	100		
D9	At the sharia hotel entrance / lobby are listed rules or ethical codes dressed in Sharia.	F	1	9	39	28	23	100	3,63	
		%	1	9	39	28	23	100		
D10	In sharia hotels there are decorative arts that describe / reflect Islamic symbols.	F	0	5	13	48	34	100	4,11	
		%	0	5	13	48	34	100		

No	Statement	C. Financial Dimensions							Total	Average
			Score							
			1	2	3	4	5			
F1	Sharia hotels prioritize financing through Islamic financial institutions.	F	1	6	36	33	24	100	3,73	
		%	1	6	36	33	24	100		
F2	In sharia hotels there is no element of usury in financing hotel facilities	F	0	1	28	32	39	100	4,09	
		%	0	1	28	32	39	100		
F3	Financial transactions in sharia hotels are made in cash so that the debt can be settled as soon as possible.	F	0	2	20	39	39	100	4,15	
		%	0	2	20	39	39	100		

Table 1:- Descriptive Analysis of Variables of Sharia-Based Hotel Perception

Based on the responses of respondents regarding the perception of sharia-based hotels, it can be said that the average respondent agrees with the concept of a sharia hotel, which means that respondents have encountered these concepts while staying at Sharia Hotels in West Sumatra. Can be seen from consumer responses where the answer on each indicator is enough to agree, agree and strongly agree. And based on the average value in the Service dimension, it can be seen that the highest average value is in the first indicator, that is, Islamic hotels do not provide unclean food or drinks, which means that the average Sharia Hotel in West Sumatra does not provide illicit food and beverages

such as liquor, food containing pork and others, while in the Design and Interior dimensions the highest average value is in the second indicator, namely in sharia hotels there are qibla directions in each room, which means that the average in each hotel room in Sharia Hotels is West Sumatra has Qibla directions that can be used by consumers to perform Prayer. And in the Financial dimension the highest average value is on the third indicator, that is, financial transactions in sharia hotels are made in cash so that the debt can be completed as soon as possible, which means that the average Syariah Hotel in West Sumatra conducts financial transactions in cash without credit cards. or other.

B. Respondents' Response to Customers Value Variables

No	Statement		Score					Total	Average
			1	2	3	4	5		
W1	Services provided by sharia hotels are satisfying.	F	0	3	16	55	26	100	4,04
		%	0	3	16	55	26	100	
W2	Sharia hotels have a positive effect on themselves.	F	0	4	23	50	23	100	3,92
		%	0	4	23	50	23	100	
W3	the costs incurred for staying at sharia hotels are not burdensome.	F	0	2	13	59	26	100	4,09
		%	0	2	13	59	26	100	
W4	The Islamic atmosphere in sharia hotels in general makes it comfortable.	F	0	1	13	58	28	100	4,13
		%	0	1	13	58	28	100	
W5	Consumers feel happy to be able to stay at a sharia-based hotel.	F	0	0	7	56	37	100	4,30
		%	0	0	7	56	37	100	
W6	Staying at a sharia-based hotel gives a positive feeling.	F	0	0	17	47	36	100	4,19
		%	0	0	17	47	36	100	
W7	Consumers always want to know more about all things related to services in sharia hotels.	F	1	5	30	39	25	100	3,82
		%	1	5	30	39	25	100	

Table 2:- Descriptive Analysis of Customers Value Variables

Based on the responses of respondents regarding Customers Values, it can be said that the customers value obtained by the respondents is quite good, because it is seen from the consumer responses to the answers on each indicator the average respondent agrees and quite agrees. This means that customers are quite satisfied, happy and get positive value while staying at Sharia Hotels in West

Sumatra. And based on the average value it can be seen that the highest average value is in the fifth indicator, that customers feel happy to be able to stay in a sharia-based hotel, which means that the average respondent who has stayed at Sharia Hotels feels comfortable during their stay. will stay back at the Syariah Hotel.

C. Respondents' Response to Variables Revisit Intention

No	Statement		Score					Total	Average
			1	2	3	4	5		
R1	Consumers consider sharia hotels as the first choice compared to conventional hotels	F	1	5	31	36	27	100	3,83
		%	1	5	31	36	27	100	
R2	consumers have a strong intention to stay back at a sharia-based hotel.	F	0	4	23	44	29	100	3,99
		%	0	4	23	44	29	100	
R3	Consumers will tell about the advantages of sharia hotels to other people	F	0	3	20	53	24	100	3,98
		%	0	3	20	53	24	100	
R4	Consumers will recommend staying at a sharia hotel to others.	F	0	3	20	49	28	100	4,02
		%	0	3	20	49	28	100	
R5	Consumers will encourage my friends and relations to stay at sharia hotels.	F	1	4	22	48	25	100	3,92
		%	1	4	22	48	25	100	
R6	Consumers will stay back at a sharia-based hotel in the future.	F	1	3	19	47	30	100	4,02
		%	1	3	19	47	30	100	

Table 3:- Descriptive Analysis of Variable Revisit Intention

Based on the responses of respondents regarding Revisit Intention, it can be said that the average respondent has a desire to visit again. Can be seen in the responses of consumers on each indicator the average respondent answers the most, that is, agree. This means that consumers have consideration to visit or stay back at Sharia Hotels in West Sumatra. And based on the average value, it can be seen that the highest average value is in the second and sixth

indicators, namely Consumers will recommend staying at sharia hotels to other people and Consumers will stay back in sharia-based hotels in the future which means that the average the respondents who had stayed at Sharia Hotels felt comfortable and satisfied with the hotel services, so they wanted to go back to stay and recommend hotel sharia to others.

D. Validity test

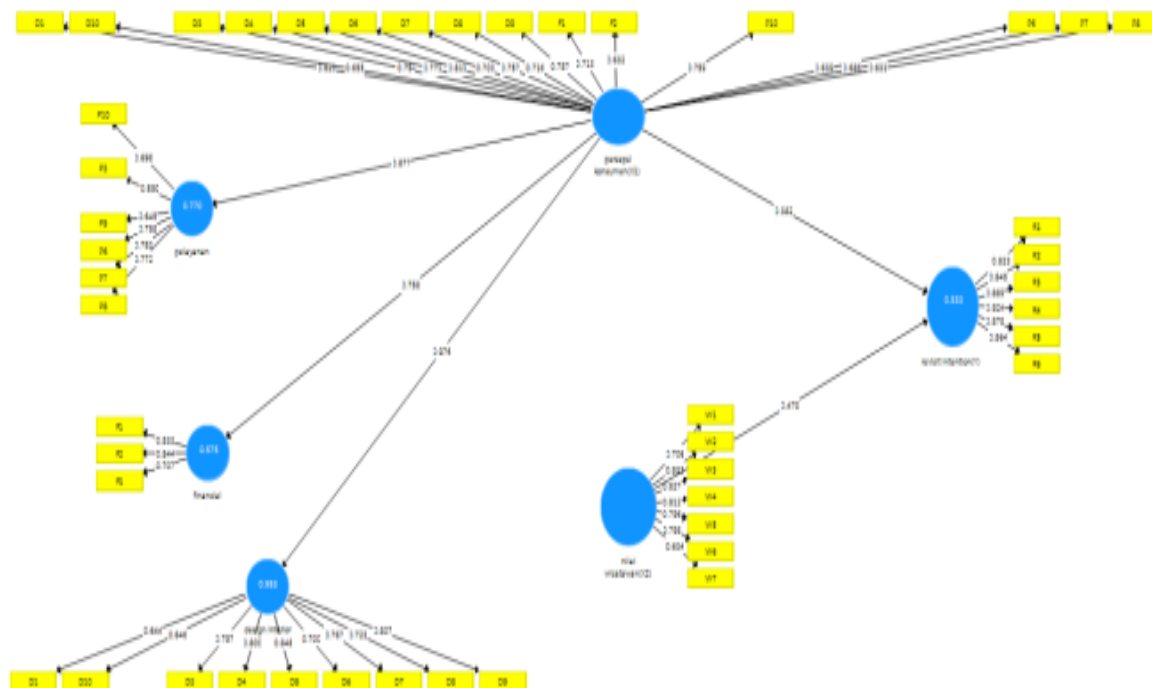


Fig 1:- Intermediate Construct Model for Final SmartPLS (PLS Algorithm)

	SERVICE	DESIGN& INTERIOR	FINANCIAL	CONSUMER PERCEPTION	CUSTOMER VALUE	REVISIT INTENTION
P3	0.590					
P5	0.645					
P6	0.758			0.639		
P7	0.782			0.685		
P8	0.772			0.631		
P10	0.698			0.759		
D1		0.644		0.621		
D3		0.797		0.754		
D4		0,800		0.771		
D5		0.848		0.811		
D6		0.700		0.703		
D7		0.767		0.757		
D8		0.723		0.716		
D9		0.807		0.787		
D10		0.646		0.655		
F1			0.833	0.713		
F2			0.844	0.632		
F3			0.707	0.759		
W1					0.706	
W2					0.832	
W3					0.827	
W4					0.812	
W5					0.796	
W6					0.798	
W7					0.634	
R1						0.823
R2						0.845
R3						0.889
R4						0.924
R5						0.878
R6						0.864

Table 4:- Outer Loading

On the outer loading value, it can be seen that the indicators of each construct have a higher convergent validity value of 0.50, it can be concluded that all indicators tested in the study are valid.

E. Reliability Test

	Composite Reliability
Consumen Perception	0.939
Service	0.859
Design dan Interior	0.920
Financial	0.839
Customer Value	0.913
Revisit Intention	0.950

Table 5:- Composite Reliability

	Croanbach alpha
Consumen Perception	0.929
Service	0.804
Design dan Interior	0.902
Financial	0.720
Customer Value	0.888
Revisit Intention	0.936

Table 6:- Cronbach Alpha

A variable is said to be quite reliable if the variable has a composite reliability value and Cronbach Alpha value > 0.70. And it can be said that the variables in this study have good reliability, because all variables in Composite reliability and Cronbach Alpha have values above 0.70.

F. Testing of Structural Models and Hypotheses

SUGGESTION

	R Square
<i>Revisit Intention</i>	0.533

Table 7:- R Square

In this study, the R Square value for revisit intention variable was 0.533, which means that the value indicates that revisit intention can be explained by the variable perception of sharia compliant hotel consumers (service, design and interior and financial) and tourist value variables of 53.3% and the rest influenced by other factors not explained in this study.

	Original Sample (O)	T Statistics (O/STDEV)	
W-> RI	0.479	4.548	Significant
PK ->D	0.976	186.713	Significant
PK -> F	0.758	17.724	Significant
PK -> P	0.877	29.597	Significant
PK -> RI	0.382	3.398	Significant

Table 8:- T Statistics

Based on the table above it can be seen that in the tourist value variable towards revisit intention the calculated T value (4,548) is greater than the T table value (1,96), it means that H1 is accepted, meaning that the variable value of tourists partially has a significant effect on revisit intention. The direction of the relationship between tourist value and revisit intention is positive. Furthermore, on the consumer perception variable on revisit intention, the calculated T value (3.398) is also greater than the T table value (1.96), then it means that H2 is accepted, meaning that the consumer perception variable partially has a significant effect on revisit intention. The direction of the relationship between service and revisit intention is positive.

IV. CONCLUSION

- Variables of consumer perceptions of sharia-based hotels have a significant effect on revisit intention in sharia-based hotels, which means that the better perceptions induced by consumers towards sharia-based hotels will increase the revision of consumer intention towards syariah hotels in West Sumatra province.
- Customer value variables have a significant effect on the revisit intention on sharia-based hotels in West Sumatra province, meaning that the greater the value of benefits that consumers feel when staying at a sharia-based hotel, the consumer intention to stay back in a sharia-based hotel will increase.

- It is expected that in the next study examine other variables that influence the decision to revisit sharia-based hotels, namely WOM and E-WOM variables which are prevalent today due to the existence of social media.
- It is expected that in the next study, researchers will take a larger sample so that the data collected is more accurate and valid by examining all hotels in major cities in Indonesia such as Jakarta, Surabaya, Medan and Makassar.
- To the City Government of Padang to pay more attention to things that are able to create innovation in the field of sharia-based hotel services and create policies that support the development of sharia-based tourism development so that it becomes the main destination for sharia destinations in West Sumatra besides Lombok and Aceh.

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