

## ANALYSIS OF FACTORS AFFECTING THE SELECTION OF SHARIA HOTELS BY TOURISTS IN MALANG

Nazwa Shafira Halwa Syah Putri<sup>1)\*</sup>, Syifaa Belvania<sup>1)</sup>, dan Natasya Adelia<sup>1)</sup>

*Institut Teknologi Bandung, Bandung, Indonesia<sup>1)</sup>*

*Email: 15421014@mahasiswa.itb.ac.id\**

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### Abstract

Indonesia has a competitive edge in the tourism sector, as evidenced by the increase in the number of tourists visiting Indonesia from 2020 to 2022. This growth needs to be accompanied by improvements in supporting facilities and infrastructure, crucial components of the tourism sector, such as the hospitality industry. Profit is the primary goal in business, leading to some hotels overlooking religious values and norms. This research aims to analyze the characteristics of tourists who choose Sharia-compliant hotel services in Malang City and explore the factors influencing their decisions. The research methodology employs Structural Equation Modeling for Partial Least Squares (SEM PLS). The results indicate a positive and significant relationship between attitude, subjective norms, religiosity, normative belief towards intention, and normative belief and intention towards tourist preferences. Additionally, the variable of behavior control perspective towards intention has a negative and non-significant relationship.

**Keywords:** SEM PLS, Sharia Hotel, TPB.

### A. INTRODUCTION

The growth of the tourism sector has very promising prospects and contributes greatly to the economic growth of the country in this era of globalization, including in Indonesia. This can be measured from export revenues, job creation, and business and infrastructure development. Tourism potential can be a great opportunity in tourism development (Soebagyo, 2012). Indonesia has a lot of tourism potential that has a selling value so that it can attract tourists to visit, as can be seen from the number of foreign tourist visits to Indonesia in Table 1.

Table 1. Number of Foreign Tourist Visits to Indonesia for the Period 2020-2023

#### *Year Number of Foreign Tourists*

|      |           |
|------|-----------|
| 2020 | 4.052.923 |
|------|-----------|

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|      |           |
|------|-----------|
| 2021 | 1.555.530 |
|------|-----------|

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|      |           |
|------|-----------|
| 2022 | 5.889.031 |
|------|-----------|

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|      |            |
|------|------------|
| 2023 | 11.677.825 |
|------|------------|

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Source: (Central Statistics Agency 2024)

Based on Table 1, the number of foreign tourist visits to Indonesia increased by 49.57 percent in 2023 compared to the previous year. This increase reflects the great interest of foreign tourists to visit Indonesia. In 2019, the Ministry of Tourism and Creative Economy (Kemenparekraf) determined ten national priority destinations, namely Borobudur (Central Java), Mandalika Beach (NTB), Labuan Bajo (NTT), Bromo Tengger Semeru (East Java), Seribu Islands (DKI Jakarta), Lake Toba (North Sumatra), Wakatobi (Southeast Sulawesi), Tanjung Lesung (Banten), Morotai Island (North Maluku), and Tanjung Kelayang (Bangka Belitung). One of the areas included in the priority destinations is Malang, East Java. This city also recorded the largest number of domestic tourists in 2022, which was 1,377,193 people (BPS, 2023). This is inseparable from the enormous tourism potential that Malang has, especially in the form of natural, historical, and culinary tourism. Currently, the Malang City Government is intensively developing the tourism sector, especially in the field of halal tourism. According to the Malang City Youth, Sports and Tourism Agency (Disporapar), from January to June 2022, 5.9 million tourists visited Malang City. This number exceeds the previous prediction of 1.9 million tourists during 2022. The growth of domestic tourists visiting Malang City continues to increase in the 2020-2023 period (BPS, 2024). It was recorded that 662,570 people visited Malang City in 2020 and continued to increase to 3,328,660 in 2023. This data shows that Malang City has an attraction for tourists. One industry that is closely related to the tourism sector is the hotel industry. Hotels are one of the accommodations that are always needed by tourists, both foreign tourists and local tourists as a place to rest.

Based on the Decree of the Minister of Tourism, Post, and Telecommunications No.KM/PW.340/MPPT-86, a hotel is a form of accommodation that utilizes part or all of a building to provide lodging, food, beverages, and other services. The hotel is operated commercially and must meet the established requirements. This provision also states that hotel management is required to provide protection to guests, maintain dignity, and prevent the use of the hotel for gambling, drug use, or activities that violate morality, security, and public order. Information in print and electronic media about raids carried out by mass organizations or Satpol PP against hotel guests who commit acts that violate the law or norms such as prostitution, infidelity, drug parties, drunkenness and even criminal acts disrupt the comfort of hotel guests. Sharia hotels are the solution to overcome the problems experienced in the hotel industry. There are two types of hotels that are quite common in Indonesia, namely conventional hotels and sharia hotels. Both types of hotels have different rules and

facilities (Table 2).

Table 2. Differences between conventional hotels and sharia hotels, especially for Muslim consumers.

|                    |  |  |
|--------------------|--|--|
| Toilet Facilities  | Provide sufficient water or a toilet shower for use after urinating and defecating.    | Provide dry toilets by providing tissue facilities.                      |
| Fitness Facilities | Providing fitness facilities without mixing women and men in one room.                 | Providing fitness facilities that can be used by men and women together. |
| Massage Facilities | Providing massage facilities, where men may only be massaged by men, and so may women. | Providing massage facilities for both male and female hotel guests.      |
| Worship Alarm      | Providing alarm facilities to remind you of prayer times in all hotel bedrooms.        | Does not provide an alarm for performing worship.                        |

The Ministry of Tourism and Creative Economy and the BPH DSN MUI have made guidelines that hotels or lodgings must meet proper facilities for worship, food types of Sharia Hotels Differences Do not allow non-Conventional Hotel guests. Do not prohibit non-guests and halal drinks, comfortable and clean facilities, comfort, security. Therefore, sharia hotels provide facilities in the form of equipment for purification, prayer equipment, directions to the Qibla, prayer, swimming pools that are away from public view, and there is a separation between men and women so that sharia hotels are needed to develop sharia tourism in line with the plan of Malang City to become the Center of Halal Tourism.

## B. LITERATURE REVIEW

### Hotel

The concept of a hotel comes from the word "hostel", which comes from French and means "a temporary residence for visitors" or a building that provides lodging and food for the general public. The concept of a modern hostel comes from its original function as a temporary shelter. According to the American Hotel and Motel Association (AHMA), a hotel is defined as a place that provides lodging, food, drinks, and other facilities to guests for a short time, as quoted by (Gaffar, 2007). Therefore, a hotel can be defined as a commercial building that offers complete services to visitors, such as room service, laundry, food and drinks, and access to various facilities and designs. In reality, hotels are divided into several categories. One of them is a sharia hotel, which runs its business in a manner that is in accordance with Islamic principles. The rules of this type of hotel include that guests must show their identity, are prohibited from staying in one room without a mahram, and men and women who are not family must separate rooms. All food and drinks must also be halal certified by the MUI, and there must be no alcoholic drinks or bars. In addition, sharia hotels

have prayer rooms, the Qur'an, prayer mats, mukenas, and other prayer facilities in each room. In addition, they have Qibla direction signs in each room. In contrast, conventional hotels do not always comply with these rules. Although people must show their IDs upon check-in, these types of hotels usually do not separate sleeping areas based on gender or relationship status. They also sell a variety of foods and beverages, both halal and non-halal, including alcoholic beverages. In addition, prayer facilities are often not available and not always accessible. Therefore, sharia hotels can meet the needs of Muslim travelers by maintaining sharia values, facilities, and management systems.

### Theory Planned Behaviour

The Theory of Planned Behavior (TPB), first proposed by (Ajzen, 1980), is an evolution of the Theory of Reasoned Action (TRA). Attitudes toward a behavior are an important part of predicting whether a person will perform a particular action, according to this theory. However, to get a better picture, these attitudes must also be evaluated together with subjective norms, which are the social pressures a person feels, and perceived self-control, which is the degree to which a person believes they have the ability to control their actions. According to Ajzen, the more positive a person's attitude toward a behavior, the more support it has from society, and the fewer perceived barriers to performing it, the stronger the person's intention to act. Intention, according to this theory, is the critical component that links attitudes and actions in real life. In other words, the TPB predicts a person's tendency to act based on three main components of intention: attitude toward the behavior, subjective norms, and perceived behavioral control.

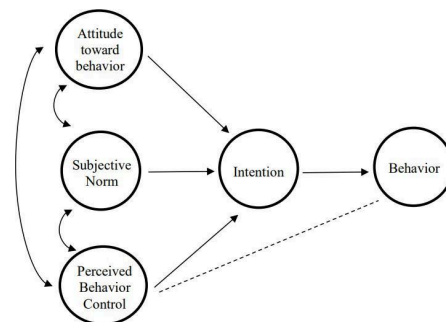


Figure.1 Model Theory of Planned Behaviour

Source : ( Yuswohady 2014)

### Syariah Hotel

According to DSN MUI No. 108/DSN-MUI/X/2016, 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/or other facilities on a daily basis with the aim of obtaining profits that are run in accordance with sharia principles. All components of the hotel's technical operational criteria, starting from small things such as what information should be available at the reception, istinja facilities in public toilets.

### Research Variable

Research on tourist intentions in choosing sharia hotel services is not new. Previously, research on this matter has been conducted several times, including factors that influence

tourist intentions in choosing sharia hotel services. This study was chosen to predict factors that influence tourist intentions in choosing sharia hotel services in Malang City. The following are several factors that are suspected to be related to tourist intentions in choosing sharia hotel services in Malang City, including:

#### I.1.1 Subjective Norms

The increase in the number of tourists coming to Malang City has led to an increase in the tourism and hospitality sectors, which shows a positive trend in the tourism sector. However, the increase in the number of tourists is not comparable to the increase in occupancy rates in sharia hotels (Disporapar 2022). In their study, (Aprilya et al., 2022) found that, in 2018, as many as 220,000 people visited sharia hotels in Indonesia, indicating that sharia hotels have not developed significantly compared to conventional hotels. As a result, sharia hotels in Malang City face challenges to compete with conventional hotels. Therefore, they must understand the perspective of customers who prioritize sharia hotel services.

#### I.1.2 Attitude

Attitude, according to (Ajzen, 2002), is an internal state that influences a person's choice to act toward something, a person, or a particular event. Perspective is a cognitive, affective, and behavioral tendency to react to something, a situation, a place, an idea, or an individual positively or negatively. A person's attitude directly influences their desire to do something, as well as their judgment. Attitude benefits visitors, according to (Verma & Chandra, 2018).

#### Perceived Behavioral Control

The perception that a person finds it easy or difficult to do a certain action is called perceived behavioral control (Ajzen 2005). If a person has behaviors and subjective norms that support them to take certain actions, they will rely heavily on the support of their perceived behavioral control. (Amanda, 2019) shows that behavioral control helps tourists choose sharia hotels.

#### I.1.3 Religiosity

The extent to which a person is committed to their religion and their behavior is influenced by their religiosity (Rahman et al. 2015). Human relationships with various aspects that are in accordance with Islamic law can also be influenced by a person's religious beliefs. This is proven by (Khan et al., (Essa et al., 2019) found that religious beliefs can also have a positive impact on a person's tendency to use sharia hotel services. This shows that people who are highly religious are more likely to choose accommodation that is in accordance with sharia.

#### I.1.4 Intense

(Ajzen, 1991; Taylor & Todd, 1995) stated that behavioral intention reflects a person's decision to perform or not perform a certain action. The concept of behavioral intention illustrates that an individual's motivation to engage in the behavior is determined by the attitude that influences the individual's actions (Fishbein & Ajzen 1975). Behavioral intention reflects the extent to which an individual is serious and committed to carrying out an action. The magnitude of this commitment determines whether the behavior will be realized.

#### I.1.5 Normative Belief

According to (Cialdini et al., 1990), normative beliefs are a person's opinions about other people who are considered important to them so that they think that they should or should not perform certain behaviors. Motivation to comply is a person's tendency to behave according to the direction of others who are considered important. Every normative belief that a person

has about other people who are considered important is combined with an incentive that drives them to follow it.

### I.1.6 Tourist Preferences

The ability of customers to organize their choice sequences to make decisions that reflect their preferences, choices, or things they like is called preference (Rahadja, 2010). Therefore, customers get satisfaction from using goods or services according to their wishes. Tourist preferences are considered as an ideal view of the existence of tourism from the perspective and needs of tourists.

### Research Framework

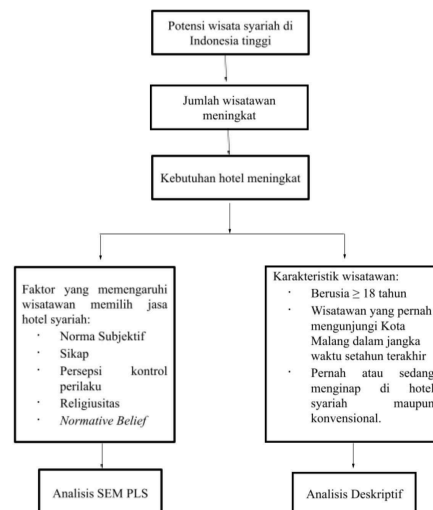


Figure.2 Research Framework

### Problems and Objectives

Malang City has many interesting places that attract tourists. With the emergence of many tourist attractions in Malang City, the number of hotels in the city has increased. The Ministry of Tourism and Creative Economy (Kemenparekraf 2019) also places Malang City as the main destination for developing halal tourism. This can encourage more Muslim tourists to visit Malang City. The improvement of supporting facilities and infrastructure, which are very important for the tourism industry, such as the hotel sector, must be followed by an increase in potential visits. Annual data from the Malang City Youth, Sports, and Tourism Office (Disporapar) shows that from January to June 2022, Malang City received 704,599 tourists, up 55.5% from 312,951 tourists in 2021. The increase in the number of tourists in Malang City has an impact on increasing tourism and hotel services, which shows a positive trend in the tourism industry. However, the increase in the number of tourists is not in line with the increasing occupancy rate of sharia hotels (Disporapar 2022). In their study, (Aprilya et al., 2022) found that as many as 220,000 people visited sharia hotels in Indonesia in 2018, indicating that sharia hotels have not developed significantly compared to conventional hotels. As a result, sharia hotels in Malang City face challenges to compete with conventional hotels.

Therefore, they need to know the perspective of consumers who prioritize sharia hotel services. Based on the formulation of the problem that has been described, the purpose of this study is to analyze the characteristics of tourists who choose sharia hotel services and analyze

the factors of tourist intentions who choose sharia hotel services.

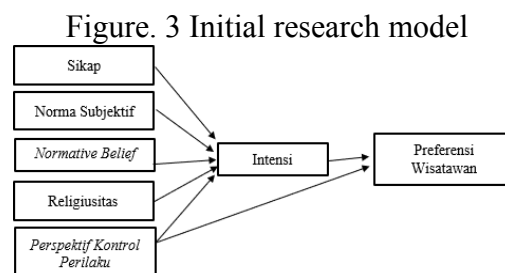
### C. RESEARCH METHODOLOGY

This study was conducted in Malang City by selecting respondents who had or were using sharia hotels and conventional hotels in the past year, both Muslims and non-Muslims from within and outside Malang City. Data collection was conducted in January-March 2023. The types of data used in this study are primary data and secondary data. Primary data was obtained by filling out questionnaires and interviewing respondents. Secondary data is used to support various theories needed in this study. Secondary data was obtained from the Central Statistics Agency (BPS), the Malang City Youth, Sports and Tourism Service (Disporapar), the National Sharia Council of the Indonesian Ulema Council (DSN MUI), journals, theses, and literature needed to support the making of the thesis. The research sample was drawn using a purposive sampling technique. Purposive sampling is a technique in determining samples with certain considerations (Sugiyono 2016). The provisions of the sample are as follows:

1. Have or are currently using a sharia hotel or conventional hotel
2. Have visited Malang City in the past year
3. Aged  $\geq 18$  years

According to (Hair et al., 2014), 100 samples or more is a good sample size. The minimum sample of the study is 140, which is calculated by multiplying the number of research indicators by five times ( $n \times 5$ ). This study uses descriptive analysis and Structural Equation Modeling Partial Least Square (SEM-PLS) to analyze the data. In this study, Microsoft Excel and SmartPLS 4 were used to manage the data. In addition, there is descriptive analysis, Likert scale analysis, structural equation model-partial least square (SEM-PLS) analysis, external model fit analysis (validity test, reliability test), and structural model estimation analysis and within the model (multicollinearity test, path coefficient significance test, determination coefficient test (R-square), and effect size test ( $f^2$ )).

#### Research Model and Initial Hypothesis



Based on the research model above, the hypotheses estimated in this study are as follows:

**H1:** Subjective norm variables have a positive and significant effect on the intention to choose sharia hotel services.

**H2:** Attitude variables have a positive and significant effect on the intention to choose sharia hotel services.

**H3:** Perceived behavioral control variables have a positive and significant effect on the intention to choose sharia hotel services.

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**H4:** Religiosity variables have a positive and significant effect on the intention to choose sharia hotel services.

**H5:** Normative belief variables have a positive and significant effect on the intention to choose sharia hotel services.

**H6:** Perceived behavioral control variables have a positive and significant effect on tourist preferences in choosing sharia hotel services.

**H7:** Intention variables have a positive and significant effect on tourist preferences in choosing sharia hotel services.

**Operational Definition and Variable Indicators**

The following are operational definitions of variables such as attitudes, subjective norms, perceived behavioral control, Normative Belief, intention, and religiosity.

Table 3. Operational definitions of variables

| <i>Operational Definition Variable</i> |
|--|
| Attitude towards behavior explains     |

Source: (Researcher Analysis Results, 2023)

Table 4. Indicator Variable Variable

| <i>Indicator Variable</i>  | <i>Code</i> |
|--|-------------|
| Attitude For me, using sharia hotel services is good   | S1          |
| For me, the atmosphere of a sharia hotel makes me comfortable.   | S2          |
| I choose sharia standard because of my own desire  | S3          |
| For me, staying in a sharia hotel when traveling is something ethical  | S4          |
| For me, staying in a sharia hotel is fun   | S5          |
| Subjective norms refer to the social pressure felt to perform or not perform a behavior (Ajzen 1991).  | NS1         |
| Subjective norms refer to the social pressure felt to perform or not perform a behavior (Ajzen 1991). All individual actions associated with the religion they believe in (Suryowato & Nurhasanah 2020).   | NS2         |
| Subjective Norms advertisements and promotions of sharia hotels influence me to stay at sharia hotels. Recommendations from family members influence me to stay at sharia hotels. Sharia hotels are easy to find and have strategic locations. Sharia hotels meet sharia standards so I feel safe and comfortable staying at the hotel | NS3         |
| Behavioral Control Perspective Religiosity is beneficial or unfavorable as a good assessment of the behavior carried out (Ajzen 1991).   | PKP 1       |
| Perceived behavioral control refers to a person's perception of the ease   | PKP 2       |

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|  |       |
|--|-------|
| or difficulty of performing a behavior (Ajzen 1991).   |       |
| Behavioral Control Perspective Recommendation from a colleague influenced me to stay at a sharia hotel   | PKP3  |
| Perception of other people's expectations that the subject should or should not perform a behavior or normative beliefs about other people's expectations of him/her regarding something that should be done | PKP 4 |

Source: (Researcher Analysis Results, 2023)

## D. RESULTS AND DISCUSSION

### Respondent Characteristics in Choosing Sharia Hotels

The respondents in this study were 168 people who were Indonesian people. Respondent characteristics were classified into age, respondent status, gender, last education, occupation, religion and monthly income (Table 5).

Table 5. Respondent Characteristics

|                         |   |      |
|-------------------------|---|------|
|                         | I have the resources, time and opportunity to stay in a sharia hotel when I travel.   | R1   |
|                         | Religiosity Staying in a sharia hotel makes me feel that my faith is protected and increasing. Staying in a sharia hotel makes me safe, because the food in a sharia hotel provides halal food. | R2   |
|                         | I chose a sharia hotel because it can provide peace of mind when praying.   | R3   |
|                         | I believe that whatever I do will be held accountable before God.   | R4   |
|                         | I chose a sharia hotel to avoid anything that is prohibited by religion.  | R5   |
| Intense                 | I plan to stay at a sharia hotel when I travel.   | I1   |
|                         | I will try to stay in a sharia hotel when I travel.   | I2   |
|                         | I believe that choosing a sharia hotel should always be preceded by good intentions.  | I3   |
|                         | I am willing to stay in a sharia hotel when traveling   | I4   |
| <i>Normative Belief</i> | I realized that the hotel is a sharia hotel from the special SOP (Standard Operating Procedures)  | NB1  |
|                         | I realized that the hotel is a sharia hotel from the rules that apply.  | NB2  |
|                         | I realize that sharia hotels are in accordance with applicable norms.   | NB3  |
| Travel preferences      | I choose hotels that provide special facilities such as prayer areas.   | PW1  |
|                         | I feel more comfortable staying in a hotel that doesn't serve alcohol.  | PW 2 |

Source: (Researcher Analysis Results, 2023)

***Classification Amount Percentage (%)***

|                  |                                  |     |    |
|------------------|----------------------------------|-----|----|
| Age              | 18-28 Year                       | 53  | 32 |
|                  | 29-39 Year                       | 32  | 19 |
|                  | 40-50 Year                       | 57  | 34 |
|                  | ≥50 Year                         | 26  | 15 |
| Status responder | Married                          | 115 | 68 |
|                  | Not married yet                  | 53  | 32 |
| Gender           | Woman                            | 89  | 53 |
|                  | Male                             | 79  | 47 |
| Last Education   | Graduated High School/Equivalent | 26  | 15 |
|                  | D3                               | 6   | 4  |
|                  | S1                               | 104 | 62 |
|                  | S2                               | 17  | 10 |
|                  | Other                            | 15  | 9  |
| Work             | Student                          | 24  | 14 |
|                  | Private                          | 92  | 55 |
|                  | Employee                         | 15  | 9  |
|                  | Civil                            | 14  | 8  |
| Income           | Rp. <1.000.000                   | 23  | 14 |
|                  | Rp. 1.000.000 – 2.000.000        | 9   | 5  |
|                  | Rp. 2.000.001 – 5.000.000        | 22  | 13 |
|                  | Rp. 5.000.001 –                  | 25  | 15 |
|                  | Rp. –                            | 44  | 26 |
|                  | Rp. –                            |     |    |

Source: (Researcher Analysis Results, 2023)

The results of the study Table 5 show that the majority of respondents were female, with 89 respondents (53%), and most were between 40 and 50 years old, namely 53 respondents (32%). Most respondents had a bachelor's degree, with 104 respondents (62%). The majority of respondents were private employees, with 55% or 92 people. The results show that the majority of respondents in this study had an income of more than 10 million per month. As many as 22 respondents or 13%) had an income between 1 and 2 million, and 9 respondents (5%) had an income below 1 million. Most of the people who answered were Muslim, namely 128 people (76 percent), Christian as many as 20 people (11 percent), Catholic as many as 12 people (7%), Hindu as many as 5 people (2%), and Buddhist as many as 3 people (1%). None of the people surveyed admitted to Confucianism. This shows that most tourists are Muslim or predominantly Muslim. The dependent variable in this study is intensity. There are five independent variables or free variables suspected as factors that influence the choice of sharia hotels, namely attitudes, subjective norms, behavioral control perspectives, normative beliefs, and religiosity. The variables used are adapted from various previous research results.

#### 1. Outer Model Measurement

##### a. Convergent Validity Test

Convergent validity testing is evaluated using outer loading and Average Variance Extracted (AVE). The criteria used are outer loading  $\geq 0.5$  and AVE testing criteria  $\geq 0.5$ .

Table 6. Value AVE

| <i>AVE</i>                              |       |
|---|-------|
| Attitude (S)                            | 0.524 |
| Subjektif Norms (NS)                    | 0.650 |
| Behavioral Control Perspective<br>(PKP) | 0.573 |
| Intense (I)                             | 0.638 |
| Religiosity ( R )                       | 0.539 |

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|                              |       |
|------------------------------|-------|
| <i>Normative Belief</i> (NB) | 0.669 |
| Travel Preference(PW)        | 0.652 |

Source: (Researcher Analysis Results, 2023)

The AVE value obtained has met the criteria, which is more than 0.5 for all variables. This result indicates that all latent variables in the study have good validity.

a. Discriminant Validity Test

Discriminant validity testing is carried out using cross loadings and Fornell-Larcker's Criterion. The results of the cross loading test are shown in Appendix 3, while the results of the Fornell-Lacker's test can be seen in Table 7.

Tabel 7. Nilai *Fornell-Lacker's Criterion*

|          |           |           |            |           |          |          |          |              |
|----------|-----------|-----------|------------|-----------|----------|----------|----------|--------------|
| <b>I</b> | <b>NB</b> | <b>NS</b> | <b>PKP</b> | <b>PW</b> | <b>R</b> | <b>S</b> | <b>I</b> | <b>0.799</b> |
| NB       | 0.498     | 0.818     |            |           |          |          |          |              |
| NS       | 0.509     | 0.424     | 0.806      |           |          |          |          |              |
| PKP      | 0.271     | 0.503     | 0.385      | 0.757     |          |          |          |              |
| PW       | 0.699     | 0.561     | 0.545      | 0.451     | 0.808    |          |          |              |
| R        | 0.483     | 0.486     | 0.443      | 0.413     | 0.521    | 0.734    |          |              |
| S        | 0.522     | 0.432     | 0.545      | 0.345     | 0.539    | 0.473    | 0.724    |              |

Source: (Researcher Analysis Results, 2023)

The results of the Fornell-Lacker's test are seen from the diagonal side value which has a higher value than the value below it. The test results show that the study has good validity, with each indicator of the targeted latent variable being higher than other latent variables so that it is concluded that the model is able to meet the Fornell-Lacker's criteria.

c. Reliability Test

The reliability test uses Composite Reliability (CR) with the  $CR \geq 0.7$  test criteria. If the composite reliability of each latent variable exceeds 0.7, then the variable indicator has consistency in measuring each of its latent variables. The test results can be seen in Table 8.

Table 8. *Composite Reliability*

| <b>Composite</b> | <b>Values</b>      |
|------------------|--------------------|
|                  | <b>Reliability</b> |
| I                | 0.876              |
| NB               | 0.889              |
| NS               | 0.847              |
| PKP              | 0.842              |
| PW               | 0.849              |
| R                | 0.851              |
| S                | 0.846              |

Source: (Researcher Analysis Results, 2023)

The results of the reliability test show a CR value of  $\geq 0.7$  for each variable. These results indicate that all variables in the study are consistent so that each indicator shows good consistency in measuring its latent variables. 2. Structural Model Testing (Inner Model) The results of the structural model test using the bootstrapping method can be seen in Figure 5.

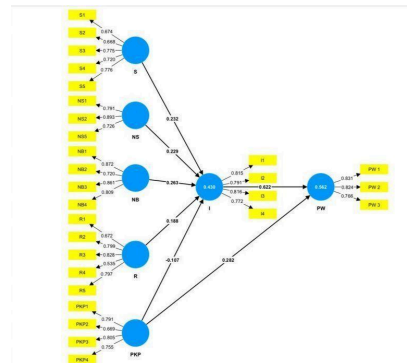


Figure 4 Bootstrapping results

a. Multicollinearity Test

Multicollinearity testing was conducted using the Variance Inflation Factor (VIF) with good testing criteria for VIF values  $\geq 0.5$ . The test results are presented in Table 9

Table 9. Results of multicollinearity test

|           | <i>VIF</i> |
|-----------|------------|
| NB -> PW  | 1.000      |
| NB -> I   | 1.625      |
| NS -> I   | 1.598      |
| I -> PW   | 1.079      |
| PKP -> I  | 1.450      |
| R->I      | 1.559      |
| S->I      | 1.622      |
| PKP -> PW | 1.079      |

Source: (Researcher Analysis Results, 2023)

- b. The results of the multicollinearity test show that all VIF values are greater than 0.5, so it is concluded that there is no correlation between indicators and there is no multicollinearity problem. b. Path Coefficient Significance Test The significance test is carried out using t-value and p-value with the test criteria of t-value  $\geq 1.96$  and p-value  $\leq 0.05$ . The test results are presented in Table 10. 47.6 percent, while the rest is explained by other variables outside the research model.

**Hypothesis Original sample (O) Standard Deviation (STDEV) T Statistic (|O/STDEV|) P Values R-square**

The preference variable has a value of 0.361, which means that the intention and normative belief variables can explain 36.1 percent of its influence, while the rest is explained by other variables outside the research model.

Table 10. The Results Of The Path Coefficient Significance Test Can Explain The Influence Of

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|           |               |              |              |              |
|-----------|---------------|--------------|--------------|--------------|
| I->PW     | 0.622         | 0.053        | 11.653       | 0.000        |
| NB -> I   | 0.252         | 0.101        | 2.606        | 0.009        |
| NS-> I    | 0.229         | 0.077        | 2.969        | 0.003        |
| PKP-> I   | <b>-0.107</b> | <b>0.075</b> | <b>1.418</b> | <b>0.156</b> |
| PKP -> PW | 0.282         | 0.065        | 4.319        | 0.000        |
| R->I      | 0.188         | 0.091        | 2.059        | 0.040        |
| S-I       | 0.238         | 0.083        | 2.795        | 0.005        |

Source: (Researcher Analysis Results, 2023)

The results of the path coefficient significance test indicate that there is a significant relationship between variables because it has a t-statistic value of more than 1.96 and a p-value of less than 0.05, there are four variables that influence intention, namely normative belief, subjective norms, religiosity and attitudes, then there are two variables that influence tourist preferences, namely intention and behavioral control perspective. In addition, there is one variable that does not have a significant effect on intention because it has a t-statistic of less than 1.96 and a p-value of more than 0.05, namely the behavioral control perspective on intention.

- c. Determination Coefficient (R-Square) The determination coefficient is a measure of structural evaluation of the model with values and indications of 0.25 (low), 0.50 (medium), and 0.75 (high). The test results are presented in Table 11 below.

Table 11. Mark *r-square*

|    | <i>R-squar<br/>e</i> | <i>R-square<br/>adjusted</i> |
|----|----------------------|------------------------------|
| I  | 0.476                | 0.458                        |
| PW | 0.361                | 0.357                        |

Source: (Researcher Analysis Results, 2023)

The r-square test result has a value below 0.5 which means it has a low indication. The r-square on the intention variable is 0.476 meaning that the attitude variable, subjective norm, behavioral control perspective, religiosity, and normative belief Blindfolding (Q-square) The q-square test criteria are said if  $q^2 > 0$ . The test results can be seen in table 12.

Tabel 12. Mark *q-square*

| <i>Q-square</i> |
|-----------------|
| I 0.367         |
| PW 0.436        |

Source: (Researcher Analysis Results, 2023)

The results of the q-square test in this study have a value of more than 0 so it is said to be

good and it is concluded that exogenous variables can predict endogenous variables..

a. Test Effect Size ( $f^2$ )

The  $f^2$  test criteria have values of 0.02 (small), 0.15 (medium), 0.35 (large). The test results can be seen in Table 13.

Table 13. Mark Effect Size

| <i>F-square Information</i> |       |           |
|-----------------------------|-------|-----------|
| I -> PW                     | 0.820 | Big       |
| NB -> I                     | 0.075 | Small     |
| PKP -> PW                   | 0.169 | Currently |
| NS -> I                     | 0.058 | Small     |
| PKP -> I                    | 0.014 | Small     |
| R-> I                       | 0.040 | Small     |
| S->I                        | 0.058 | Small     |

Source: (Researcher Analysis Results, 2023)

Table 13 shows that the relationship between behavioral control perspective on intention, subjective norm on intention, religiosity on intention, normative belief on intention, attitude on intention has a small influence. Behavioral control perspective on tourist preference has a moderate influence and intention on tourist preference has a large influence.

#### **Relationship of Attitude to Intention**

Table 10 shows that there is a positive and significant relationship between attitude and intention. This is indicated by the t-statistic value of 2.795 and the p-value of 0.005, which is smaller than 0.05, thus indicating statistical significance. In addition, the original sample value which is positive indicates that the better the attitude of tourists towards sharia hotels, the higher their intention to choose the service, and vice versa. In other words, the positive attitude held by tourists towards sharia hotels has a direct impact on their intention to use the service.

These results are in line with the findings of (Verma & Chandra, 2018), which show that attitude has a positive influence on the intention to stay at an eco-friendly hotel in India. These findings also support research by (Chang, 2014) which confirms that attitude influences individual behavior. (Lada et al., 2009) found that attitude influences the intention to buy halal products in general, and Alam and (Syuti, 2011) also showed a positive influence between attitude and purchase intention. Based on this evidence, it can be concluded that the H1 hypothesis is accepted.

#### **Relationship of Subjective Norms to Intention**

The results of the significance test analysis of the path coefficient indicate that subjective norms and intentions have a significant and beneficial effect. The relationship shows a positive direction, according to the t-statistic value of 2.969 (greater than 1.96) and p-value of 0.0003 (smaller than 0.05). Therefore, an increase in intensity will be positively correlated with an increase in subjective norms. Tourists prefer sharia hotels because of personal beliefs rather than social pressure. The results support the statement of (Dwisatria et al., 2019) that subjective norms positively and significantly influence the desire to stay at sharia hotels in Indonesia. As a result, hypothesis H2 is accepted. In contrast, there is no significant effect on

the relationship between perceived behavioral control and intention. The t-statistic value of 1.418 (below 1.96) and p-value of 0.156 (above 0.05) indicate insignificance. In addition, the initial sample value of -0.107 indicates a negative relationship. In other words, tourists' desire to stay at sharia hotels is not influenced by perceptions of ease or difficulty. The results indicate that hypothesis H3 is invalid.

#### **Relationship of Religiosity to Intention**

The initial sample value of 0.88 indicates that the relationship between religiosity and intention has a positive and significant direction. This is indicated by the t-statistic value of 2.059 (more than 1.96) and the p-value of 0.040 (less than 0.05). This shows that the religiosity factor influences the tendency of tourists to choose sharia hotels in Malang City. The value of the intention variable will increase if the religiosity variable increases, and vice versa, if the level of religiosity of tourists and hotels increases, the tendency of tourists to choose sharia hotels will increase. Tourists will be more comfortable worshipping if the level of religiosity increases. The security and comfort offered by services based on sharia principles. This is also in line with the statement (Naufal, 2016) that the religiosity variable has a significant effect on the selection of sharia hotels. Therefore, H4 is accepted.

#### **Relationship of Normative Belief to Intention**

The results of the path coefficient significance test indicate that the relationship between normative belief and intention has a positive direction and has a significant impact. The initial sample value of 0.252 shows a positive sign, and the t-statistic value of 2.606, which is greater than 1.96, and the p-value of 0.009, which is a significant value. The value of the intention variable will increase if the value of the normative trust variable increases and vice versa. In other words, tourists' normative beliefs about sharia hotels affect their tendency to choose sharia hotels. The results of this study are in line with the statement of Verma and Chandra (2018) that normative trust has a significant and positive impact on the desire to visit environmentally friendly hotels in India. In short, H5 is accepted.

#### **Relationship of Behavioral Control Perspective to Tourist Preferences**

The perspective on behavioral control to tourist preferences shows a good and significant relationship. The initial sample value of 0.282, which shows a positive sign, as well as the t-statistic value of 4.31, which is greater than 1.96, and the p-value of 0.0400, which is lower than 0.05, indicate this. The value of the tourist preference variable will increase if the value of the behavioral control perspective variable increases, and vice versa. This means that the behavioral control perspective of tourists influences their choice to stay at a sharia hotel, so H6 is accepted.

#### **Relationship of Intention to Tourist Preferences**

The results of the path coefficient significance test indicate that the relationship between visitor intentions and preferences has a positive and significant direction. The initial sample value of 0.622, t-statistic 11.653 ( $>1.96$ ), and p-value 0.000 ( $<0.05$ ) indicate this. The results show that intention influences tourists' preferences to stay at sharia hotels in Malang City, and an increase in one value of the intention variable will increase the value of the tourist preference variable. In other words, tourists' intentions to stay at sharia hotels influence their preferences, so H7 is accepted.

## E. CONCLUSION

These types of hotels do not typically separate sleeping areas based on gender or relationship status, although people must show their ID upon check-in. They also sell a variety of food and beverages, both halal and non-halal, including alcoholic beverages. Places of worship are also often unavailable and not always accessible. As a result, sharia hotels can meet the needs of Muslim travelers by maintaining sharia-compliant values, facilities, and management systems. These types of hotels do not typically separate sleeping areas based on gender or relationship status; however, people must still show their ID upon check-in. They also sell a variety of food and beverages, both halal and non-halal, including alcoholic beverages. Places of worship are also not always accessible. As a result, sharia hotels can meet the needs of Muslim travelers by maintaining sharia-compliant values, facilities, and management systems.

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