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# Sharia-Compliant Hotel Literacy : Profiling The Potential Sharia-Compliant Hotel Guest

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**ABSTRACT:** The current general perception that Sharia-compliant hotels are only meant for Muslims should also be shifted. Even though Muslims are among the largest tourist markets in the world, perceived values of the Sharia-compliant hotel have not been clearly established. This study was measured using two methods. One method using ten items of five point likert of sharia-compliant hotel benefit to profiling the potential guest and measure literacy level using fifteen true-false test questions. Scoring results of true-flase test questions were then analyzed with Confirmatory Factor Analysis (CFA) to test construct validity. Scoring results of five point likert of sharia compliant hotel benefit were then analyzed with K-Means clustering analysis used to classify potential guest of sharia-compliant hotel. The result show identifiable characteristics and behavior pattern of potential sharia-compliant hotel guest. This kind of information can be used in developing effective promotional programs, the feasible marketing strategy and business sustainability.

**Keywords :** Sharia Compliant Hotel, Literacy, Potential Guest

## 1. INTRODUCTION

The muslim market share is a very large market, especially in the ASEAN market with the largest muslim population today. Therefore, some companies have taken advantage of this concept in their business itself. Not only applied to Islamic banking, Islamic business has also spread in various types of businesses, from start Takaful, sharia pawn shops, salon sharia until sharia hotel. Problematic in using sharia label in the hotel business continues to be a source of confusion for owners, managers and hotel management as well as consumer sharia. Although Muslims make up one of the largest tourist markets in the world, knowledge related to the different Islamic perspective on tourism (regardless of the very powerful link between the two) is still less represented in the related literature (Eid & El-Gohary, 2015). There are still many doubts in the industry about what is called the 'sharia', especially the term 'sharia hotel' (Chan et al., n.d.). An sharia hotel concept, through its unique value proposition, has rapidly become very much attractive to both Muslim and non-Muslim tourists all over the world. This possibility has taken the sharia hotel concept to another level of business insight within the marketplace (Putit et al., 2016).

The Indonesian government has made efforts to develop sharia hotels by issuing Ministerial Regulations on Tourism and Creative Economy on Sharia Hotel Business Guidelines No. 2, 2014. Guidelines for implementing sharia hotel business as stipulated in the ministerial regulation carry a major contribution to development sharia hotels in Indonesia. Therefore, the ministerial regulations are divided into two categories: (1) Hilal Sharia Hotel One, and (2) Hilal Sharia Hotels Two. Ministerial Regulations on Tourism and Creative Economy on Sharia Hotel Business contributed positively to business development in that such regulations have helped the process of hotels undergoing sharia labels from the beginning of the establishment and those transforming into sharia hotels (Adirestuty, 2019). Sharia according to Ministerial Regulation No. 2 2014 is the principles of Islamic law as to which are arranged in an edicts and / or approved by the Indonesian Sharia Council. While understanding of sharia hotel business is a hotel business which its operation must meet the criteria of sharia hotel business set out in the sharia as in this ministerial regulation. The criteria of sharia hotel business are the formulation of qualifications and / or classification that includes aspects of products, services, and management (Marhanah, Sri; Mardhatilla, 2017).

Rosenberg and Choufany (2009) divided Sharia compliant into three sections which are operations, interior design and financial. Besides no alcohol and serving halal food, some of the other criteria must also be complied in operation like majority of staff of Muslim faith, the division of female staff for single female floors and male staff for single male floors, providing decent television service or channel, *Quran* and prayer mat in each room. In addition, decent entertainment is allowed with no venue of nightclubs and discotheque, the arts should not depict the human form, separate wellness facilities for males and females. For financial part, hotel must be financed through Islamic financial arrangements and should pay *zakat* which is the obligation that a hotel company has to donate a certain proportion of money based on yearly business profit.

However, from a small part of society there are those who think that between the sharia hotel and the non-sharia (conventional) hotel is the same, the only difference is just because being "label". Hence the need to the attention of the sharia hotel manager today is how in the increasingly fierce competition, in competing to provide excellent service and quality-oriented to customer satisfaction as the primary goal, but still pay attention to the signs and regulations stipulated by sharia, so there is a "difference value" between the sharia and non-sharia (Marhanah, Sri; Mardhatilla, 2017). There are no formal criteria for Sharia-compliance in the hotel sector, but scrutiny of statements made by industry practitioners and analysts reveals broad agreement about a set of attributes that are summarised in Table 1.

Table 1. Sharia-Compliant Hotel Requirement

No alcohol to be served or consumed on the premises
Halal foods (slaughtered in the name of Allah and excluding all pork products and certain other items)
Quran, prayer mats and arrows indicating the direction of Mecca in every room
Beds and toilets positioned so as not to face the direction of Mecca
Bidets in bathrooms
Prayer rooms
Appropriate entertainment (no nightclubs or adult television channels)
Predominantly Muslim staff
Conservative staff dress
Separate recreational facilities for men and women
All female floors
Guest dress code
Islamic funding

Source : Henderson, 2010

The word "Sharia Compliant" is not clarified enough within the hotel industry. In fact and not to exaggerate, there are no such hotels in this category and no written rules or classifications currently exist for Sharia-Compliant hotel. Develop and deliver the right sharia compliant is the biggest challenge. It is because people in the industry only understand the concept and the practices through what is visible to their eyes. The very popular misconception is when there is no alcohol served, and by providing amenities for Muslims is already considered as Sharia Compliant. Nevertheless, hotel industries implicitly follow one aspect of Sharia-Compliant by having halal certificates in their establishment (Ahmat et al., 2012).

There is still limited study on sharia-compliant hotel literacy that focus on Islamic hotel concept. Literacy usually associated with knowledge and it shows that knowledge is one element things that lead to the behavior of a person (Antara et al., 2016). So that the authors has a great curiosity about the understanding level of the real concept of sharia-compliant hotel in the society, especially hotel guests. The objective of this research to carry out an descriptive study on the sharia-compliant hotel literacy level and determine potential guests in sharia-compliant hotel, so as can develop the feasible marketing strategy for sharia-compliant hotel.

Bandung is the city chosen to be the location of research, which will support the research objectives. Bandung is one of nine sharia tourism destinations set by the Indonesian government since 2014, with a large number of sharia hotels compared to other cities. The high number of Muslim tourists from Malaysia and Middle Eastern countries coming to Bandung creates a demand for high sharia hotel accommodation, which led to the development of sharia hotels in Bandung instigating the number of hotels that will transform to meet the standards of *sharia compliance*. Bandung tourism potential for the sharia tourism industry is also supported by cultural tourism, historical tourism, culinary tourism and shopping (Adirestuty, 2019).

## 2. METHODOLOGY

This research was conducted by using two methods, that is factor analysis and cluster analysis. Factor analysis is an analysis by extracting a set of variables so that several factors are formed. Cluster analysis is a multivariate technique whose purpose is to group objects based on their characteristics. Cluster analysis classifies objects so that each object that is closest in common to other objects is in the same cluster.

Factor analysis focuses on grouping statement instruments from variables, to explore the data and give information on how many factors needed to represent the data. Whereas the cluster analysis focused on grouping respondents. In this research using non-hierarchical cluster analysis or K-Means cluster, which is an analysis method where the number of clusters is determined 2 and 3 clusters.

24 The data for this study are obtained through structured questionnaires and conducted an online survey. The questionnaire consists of three parts. First part is socio economic demographic information of the respondents (gender, age, marital status, education, occupation and monthly income). Second Part is self-evaluation test regarding the concept of sharia-compliant hotel, which consist of design interior, operatio and finance. This test is true-false questions and the instrument of question was measured using CFA (Confirmatory Factor Analysis). Third part refers to the benefit of sharia-compliant hotel consist of novel experience, functional hotel attributes, and the way of life. As measured though a five-point Likert scale (1 - Strongly Disagree to 5 - Strongly Agree), then, analyzed using K-Means cluster. This part is to answer the research objective, namely profiling the potential guest of sharia-compliant hotel.

The samples size used in this study was 227 respondents. There were three clusters identified; these were labeled Hunter Sharia (39% of total respondents), Moderate Sharia (36% of total respondents) and Not Sharia at all (25% of total respondents). The naming of the clusters considered the strength of the clusters' mean scores for segmentation variables. For the example, the Hunter Sharia cluster was named based on the respondents' strong attitudes toward and concern they displayed for the halal principles. The hunter sharia group is likely to search out halal products. The moderate sharia cluster is less concerned about halal principles. The cluster of Not sharia at all, shows negative scores for segmentation variables. In other words, this group is not likely to purchase halal products to make an impression, nor is there concern about the impact products may have on spritual.

### 3. RESULTS AND DISCUSSION

Women were the most respondents in this research (51.5%). The average age respondents was 30 - 45 years old. They were mostly married (61.2%). They were well educated, 78% of respondents having college degree. The majority of respondents occupation were government employees and private employees, and respondents reported an average monthly income between Rp. 2.000.000 – Rp. 6.000.000. It is worth to mentioned, 71.4% of the respondents were aware of the existence of Sharia-compliant hotel but most of them never had any experienced staying in Shariah-Compliant hotel.

Table 2. The Literacy Question Items of Sharia-Compliant Hotel Concept

No	Question
Design Interior	
SHL 01	Sharia hotel have a distinctive Exterior and Interior that are different from conventional hotels (there are calligraphy, Islamic music and Islamic atmosphere)
SHL 02	Sharia hotel must provide praying room for public (both for guests and employee)
SHL 03	Bathrooms in sharia hotels may not face the Qibla
SHL 04	Rooms available of the Quran, prayer mat, and a sign pointing towards the Qibla
SHL 05	In the room, adzan can easily heard every praying time through the speaker
Operations	
SHL 06	there are Rules of Procedure for guests i.e. if the guests staying are couples, they must be a muhrim couple (Show ID card); the floor for male, female and family guests is different; unmarried guest barred from occupying the same bedroom at the same floor
SHL 07	Sharia hotels are not only for Muslims but also for non muslims
SHL 08	In organizational structure, must have Sharia Supervisory board
SHL 09	Sharia hotel must have a valid certificate as a sharia hotel from the National Sharia Council (MUI)
SHL 10	In sariah hotel, the public facilities such as fitness center, pool, and salon are separated for male and female guests.
SHL 11	Sharia hotel only provide halal food, doesn't provide an alcoholic beverage - neither alcohol nor pork should be served in any of the food and beverage outlets
SHL 12	All employees to be predominantly Muslim
SHL 13	The employee's fashion based on islamic rules
Financial	
SHL 14	All forms of payment must use Islamic financial institutions
SHL 15	Financial administration arrangement used a sharia accounting systems

Source: Processed by researcher in 2020

Based on the results of calculations POC (Proportion of Correct Answers), POI (Proportion of Incorrect Answers), and POD (Proportion of Doubtful Answers) of each question, it should be noted several of the easiest question to understood by respondents about the concept of Sharia-Compliant Hotel, respectively are 2, 4, 6, 11. Conversely, the most difficult question to understood by respondents are 7, 8, 12, 14 dan 15.

Overall, the respondent's literacy level for Sharia-Compliant Hotel is good, at least when measured by the number of respondents in the well literate category (26%) and sufficient literate category (37%). However,

er, respondents whose literacy level is low (37%) should still be the concern of the parties, because it is thought to inhibit the development of Sharia Compliant Hotels in Indonesia.

Table 3. Summarized The Literacy Level of Sharia-Compliant Hotel

Literacy level	The Number of Respondent	Percentage
Well Literate	60	26%
Sufficient Literate	83	37%
Less Literate	52	23%
Not Literate	32	14%
Total	227	100 %

Source: Processed by author in 2020

Factor analysis is an analysis by extracting a set of factor, so that several factors are formed. The results of using Confirmatory Factor Analysis (CFA) shows that, on the framework of questions about the concept of sharia-compliant hotel (Table 1), there are 7 factors that are reduced or eliminated, because 8 factors have been considered to represent 61.89% of variance literacy, from the number of initial indicators of 15. This shows that these 8 factors are the most optimal for aspects of literacy that are formed, specifically question number 2, 3, 6, 8, 10, 11, 14 and 15 (Table. 2).

The concept of Sharia compliant hotel is very unique and it needs to be promoted not only towards the Muslim market but also non Muslim. However, the market needs to be clearly defined in order to effectively promote such product. There are various market segments for the hotel industry such as leisure travelers and business travelers (Yusof & Muhammad, 2013). Based on this condition, profiling guest can help hotelier to find the proper market positioning for their hotel. It can also be used to select appropriate potential guest groups in target market to find the marketing opportunities in current potential guest groups and to gain competitive advantages.

By cluster analysis author mean the partitioning of data into meaningful subgroups, when the number of subgroups and other information about their composition may be unknown. The process of clustering is to divide a set of physical or abstract objects into several groups according to the degree of similarity between them and to constitute groups of similar objects. A cluster is a group of some similar objects, and the objects in different clusters are not similar.

Based on F-test, which is presented in the ANOVA table shows that one of the attributes in this study is gender but it is not considered to affect aspects of the grouping potential guest of Sharia-Compliant Hotel ( $p$  value = 0,373). The implication for the management of Sharia-Compliant Hotel, gender aspects need not be a priority consideration in formulating marketing strategy, especially those related to determining market segmentation. Based on F-test, the attribute that the most distinguishing attribute between clusters 1, 2 and 3 is age ( $F$ -stat : 105.536) and marital status ( $F$ -stat: 214.916)

Table 3. Proposed of Grouping Potential guest of Sharia-Compliant Hotel

	Cluster		
	1	2	3
Zscore: Gender	.10930	-.02176	-.10478
Zscore: Age	.71875	.12828	-.88001
Zscore: Marital Status	.70187	.43463	-1.07705
Zscore: Level of Education	.42631	.34282	-.70965
Zscore: Occupation	.26702	.33236	-.52727
Zscore: Salary per Month	.36070	.45720	-.71806
Zscore: Sharia Hotel Benefit : Novel Experience	.65427	-1.00672	-.01046
Zscore: Sharia Hotel Benefit : Functional Hotel Attributes	.69335	-.94734	-.09518
Zscore: Sharia Hotel Benefit : The way of Life	.56300	-.94823	.04867

Source: Processed by researcher in 2020

From the output table above (Tabel 3), can be defined as follows:

#### Cluster-1

This cluster, the author named it The Hunter Sharia. This cluster-1 contains respondents who have the value of sharia-compliant hotel benefits are more than the average studied variables, which consist of novel experiences, functional hotel attributes and the way of life. This is evident from the positive values found in the Final Cluster Centers table in all variables. Cluster-1 is a grouping of respondents who are predominantly male gender, average age around 43 years, marital status is married, undergraduate education, the majority of occupation is self-employed (entrepreneur), and salary range from 6-8 million rupiah.

#### Cluster-2

Cluster 2, the author named it The Not Sharia at All. Because the characteristics of sharia-compliant hotel clustered in cluster-2 has a value that is in a position below the average of the studied variables (novel experiences, functional hotel attributes and the way of life). Cluster-2 is a grouping of respondents, the majority of which have a female gender, average age around 35 years, marital status is married, the majority of education is undergraduate, the majority of occupation are self-employed (entrepreneur), and salary range from 6-8 million rupiah.

#### Cluster-3

Cluster-3, the author named it the Moderate Sharia, because in cluster-3, the value of novel experience and functional hotel attributes has a value below the average of studied variables (negative score). But the value of the way of life, shows a positive value. That is, respondents in this group are still concerned with sharia principles. Cluster-3 is a grouping of respondents, the majority of which have female gender, age 24 years, marital status is single, diploma education, occupation is private employees, and salary range from 4 – 6 million rupiah.

#### 4. CONCLUSION

The result shows that the literacy level of sharia-compliant hotel is relatively good. Basically, Sharia hotels are hotels as usual, but operations and services have been adjusted to the principles of sharia or Islamic teaching guidelines, in order to provide a calm, comfortable, healthy, and friendly atmosphere that is needed by guests, both Muslim and non-Muslim. Sharia hotels in general are no different from other hotels, still subject to Government regulations, remain open 24 hours, without interruption. Marketers are also open to all groups, both Muslim and non-Muslim.

The key contribution of this study is that it provide interesting and potentially useful information about the potential guest who is interested stay in Sharia-Compliant Hotel. Based on the results of the cluster analysis, sharia-compliant hoteliers can create the feasible marketing strategy, because each cluster has different socio-economic-demographic characteristics. These different characteristic is regarding to the best way to communicate from the selected segments. This information can be used in developing effective promotional programs. The information should be made clear and easily comprehensible to the Muslim and non-Muslim guest.

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