



## Analisis Preferensi Konsumen Terhadap Brand Identity Hotel Syariah Di Kota Bandung

### Analysis Of Consumer Preferences For Sharia Hotel Brand Identity In Bandung City

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#### Abstrak

Perkembangan hotel, baik hotel berbintang maupun nonbintang di Indonesia, terus meningkat jumlahnya. Untuk itu, pengelola hotel harus melengkapi hotelnya dengan infrastruktur yang sesuai dengan keinginan tamu hotelnya. Konsep hotel syariah atau bisnis hotel syariah berkembang menjadi pasar unik yang dengan cepat menjadi sangat menarik. Tujuan dari penelitian ini adalah untuk menganalisis preferensi konsumen terhadap identitas merek hotel syariah. Metode penelitian yang digunakan adalah metode verifikasi deskriptif dengan desain analisis data Analisis Jalur. Beberapa pengaruh utama yang diidentifikasi di balik keberhasilan konsep ini adalah meningkatnya ketersediaan dana dari mereka yang mematuhi prinsip-prinsip syariah dan perbaikan intra-regional di kawasan Timur Tengah & Afrika Utara (MENA). Pembentukan identitas merek tidak hanya terbatas pada pembentukan merek, tetapi perlu untuk mengkomunikasikan nilai-nilai yang terkandung dalam merek melalui proses proposisi nilai dengan konsep hotel syariah yang menunjukkan bahwa identitas merek terhadap konsep syariah adalah penting, hotel syariah tidak hanya tentang fasilitas syariah tetapi juga dalam hal manajemen, prinsip-prinsip Muamara dalam ekonomi Islam disesuaikan dengan prinsip-prinsip Muamara.

**Kata Kunci:** Preferensi Konsumen; Hotel Syariah; Identitas Merek.

#### Abstract

The development of hotels, both starred and non-starred hotels in Indonesia, continues to increase in number. For this reason, hotel managers must equip their hotels with infrastructure that suits the wishes of their hotel guests. The concept of sharia hotels or sharia hotel business is developing into a unique market that is quickly becoming very attractive. The purpose of this study is to analyze consumer preferences for sharia hotel brand identity. The research method used is descriptive verification method with Path Analysis data analysis design. Some of the main influences identified behind the success of this concept are the increasing availability of funds from those who adhere to sharia principles and intra-regional improvements in the Middle East & North Africa (MENA) region. The formation of brand identity is not only limited to forming a brand, but it is necessary to communicate the values contained in the brand through the value proposition process with the concept of Islamic hotels showing that brand identity towards the concept of sharia is important, Islamic hotels are not only about sharia facilities but also in terms of management, the principles of Muamara in Islamic economics are adjusted to the principles of Muamara.

**Keywords:** Consumer Preferences; Sharia Hotel; Brand Identity

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## INTRODUCTION

The development of hotels is currently very rapid, both star hotels and non-star hotels, therefore current hotel managers must be able to equip the hotels they manage with facilities and infrastructure in accordance with the wishes and needs of guests.

The development of hotels, both starred and non-starred hotels in Indonesia, continues to increase in number. For this reason, hotel managers must equip their hotels with infrastructure that suits the wishes of their hotel guests. Bandung is a tourist spot that is widely chosen as a tourist destination so that it makes the growth of hotels in the city of Bandung very rapid, many places both in the tourist area or the city of Bandung have been decorated by various hotels, both star hotels and non-star hotels, the number of tourist attractions in the city of Bandung is also an influence on the growth of hotels in the city of Bandung, one of the hotel concepts that have sprung up recently is a hotel with the concept of sharia hotels. The sharia hotel concept or sharia hotel business is developing into a unique market that is quickly becoming very attractive. Some of the main influences identified behind the success of this concept are the increasing availability of funds from those who adhere to sharia principles and intra-regional improvements in the Middle East & North Africa (MENA) region Annajiah (2018), Islamic hotel management has become a world tourism trend and a market with great development prospects. This is because Islamic tourism not only includes the existence of pilgrimage and religious attractions in the sense of "religious"

tourism, but also includes Islamic tourism in the sense of modern society, such as restaurants and hotels that provide halal food. Food and places to pray, among other requests. to get the sharia label (Jaelani (2017)). Although the number of Islamic hotels in the city of Bandung is still small compared to other conventional hotels, it does not mean that there are no enthusiasts of Islamic hotels, in the city of Bandung itself, the growth of Islamic hotels is quite a lot, here are some Islamic hotels in the city of Bandung such as: Daarul Jannah Hotel, Cinnamon Hotel, Noor Hotel, Narapati Indah Syariah Hotel, Orange Home's Syariah, Lingga Hotel, and Ruby Hotel.

Growing awareness among the Muslim community in choosing a safe place to stay Comfort is also starting to grow. Middle-class Muslims are starting to notice hotels that offer peaceful worship, i.e. offering places of worship in an Islamic setting and restaurants with halal food. This is a business opportunity for hoteliers by establishing sharia hotels. The growth of Islamic hotels in Indonesia is also of growing concern. This can be seen from the development of Islamic hotels side by side in various regions such as Jakarta, Bandung, Solo, Malang, Yogyakarta, Lampung, Medan, etc. (Yuswohady 2014,).

According to the Minister of Tourism and Creative Economy of the Republic of Indonesia, the sharia hotel business is defined as the provision of accommodation in the form of rooms in a building, which can be equipped with catering services, entertainment activities and or other daily facilities. for the purpose of making a profit, and its implementation must comply with the

principles of Islamic law stipulated by fatwa and / or approved by the Indonesian Ulema Council. The sharia hotel business is then divided into two groups, namely hilal-1 sharia hotels and hilal-2 sharia hotels. The difference lies in the value of fulfilling all the criteria needed to meet the needs of tourists. The standard that meets the minimum needs of Muslim tourists is the hilal-1 group, while the standard that meets moderate needs is the hilal-2 group. For a fully Shariah-compliant hotel, it is essential that facilities such as spas and fitness centers are separated for men and women. When designing the hotel floor plan, this should be considered from the development stage. Starting from entering the lobby, hotels labeled as Islamic must provide Islamic reading materials, hotels that apply the concept of Islamic hotels have a very good innovation in the hotel industry because by taking the concept of Islamic hotels, managers can reach a new, fresh and competitive market share.

Some research related to the concept of Islamic hotels shows that brand identity towards the concept of sharia is important, Islamic hotels are not only about sharia facilities but also in terms of management, the principles of Muamara in Islamic economics are adjusted to the principles of Muamara, namely (1) not producing, trading, providing or renting products or services that are prohibited in whole or in part by Islamic law. As for food, it contains ingredients such as pork, alcoholic beverages, gambling, adultery, etc. (2) does not contain elements of injustice, crime, immorality or misdirection which are directly or indirectly prohibited by Islamic law, (3) does not contain elements of deception,

trickery, lying, ambiguity, undue risk and danger, (4) There is a thorough and consistent commitment to implement the agreement reached between the parties involved, which is then incorporated into the requirements for the hotel business to be labeled sharia. This is actually an adjustment to the general principles of muamalah in Islamic economics, namely (1) not producing, trading, offering or renting products or services that are prohibited in whole or in part by Sharia law.

As for food, it contains ingredients such as pork, alcoholic beverages, gambling, adultery, etc., (2) It does not contain elements of injustice, crime, immorality or heresy which are directly or indirectly prohibited by Islamic principles; (3) It also does not contain elements of fraud, deception, lying, uncertainty, undue risk and danger; (4) In the existence of a comprehensive and consistent commitment to implement the agreement reached between the parties involved, which is then outlined in the requirements of the hospitality business to be labeled as Sharia law, Islamic hotels are displayed to the public. Through messages manifested in the form of symbols, behavior and corporate communication, Islamic hotels can build a positive image as Islamic hotels. Brand identity formation is not only limited to forming a brand, but needs to communicate the values contained in the brand through the value proposition process (Putra & Razi, 2020).

Brand identity is needed to distinguish products or services among competitors with unique characteristics in the minds of customers, Rahardi (2016) states that there are seven variables that

influence consumer preferences for Islamic hotels, namely, knowledge, hotel image, customer service, location, process, facilities and religiosity. Most consumers are Muslims. Therefore, the author has the aim of getting an overview of the most dominant consumer characteristics in choosing Islamic hotels and analyzing the factors of consumer preferences in choosing Islamic hotels, it is hoped that this research can provide input to the government, tourism business actors and other tourism stakeholders regarding the management of tourism businesses, especially in the field of hotel accommodation so that maximum company performance will be realized which has an impact on hotel sustainability, employee welfare and customer satisfaction.

## METHOD

The source of data in research is the subject from which data can be obtained. According to Ulber Silalahi (2009) that data is the result of empirical observations and measurements that reveal facts about the characteristics of a particular symptom. The data source in this study uses primary data from the number of sharia hotel rooms in Bandung City totaling 220 rooms, which then obtained a sample of 100 samples. The data taken or used in this study was carried out by collecting data whose results aimed to test the hypothesis that had been prepared using questionnaire and observation data collection techniques. The method used in this research is descriptive verification method with Path Analysis data analysis design, using this research method, a significant relationship between the

variables studied will be known so that the conclusions will clarify the picture of the object under study. The descriptive method according to Sugiyono (2013) is as follows: Descriptive method is research conducted to describe independent variables, either only on one or more variables (stand-alone variables) without making comparisons and looking for these variables with other variables. In this study the tool used was a questionnaire. The question guide in this research questionnaire was prepared by the author based on the variables used in the study. The analysis technique that the authors will use in this study is path analysis (path model study). The path model study is used to determine the magnitude of the influence of the independent variable or variable X consumer preferences formed from several dimensions, namely: Location factors, price factors, product factors, religiosity factors, and social factors and variable Y is brand identity. so that this research will be examined is the analysis of consumer preferences (X) on brand identity (Y). and then research with quantitative methods data analysis is carried out after the data of all respondents are collected.

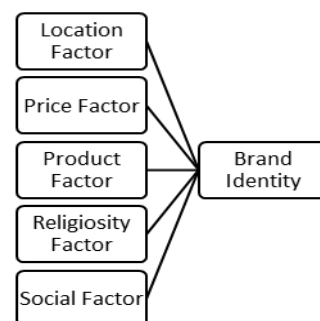


Figure 1. Hypothesized Sub-Structure Path Diagram

## RESULT AND DISCUSSION

The analysis method used in this research is path analysis. In the path

analysis method, to find the causal relationship or influence of the research variables, the steps of the analysis method are described as follows:

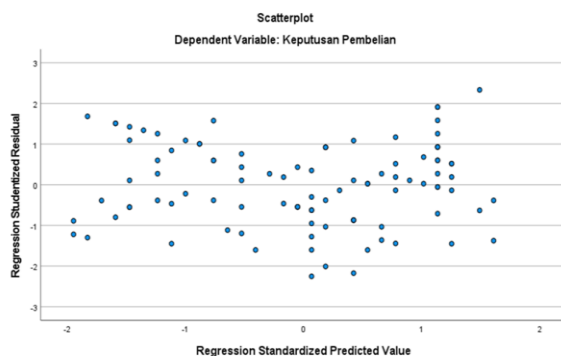
One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters <sup>a,b</sup>	Mean		0.0000000
	Std. Deviation		3.07154833
Most Extreme Differences	Absolute		0.062
	Positive		0.058
	Negative		-0.062
Test Statistic			0.062
Asymp. Sig. (2-tailed) <sup>c</sup>			.200 <sup>d</sup>
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.		0.450
	99% Confidence Interval		
	Lower Bound	Upper Bound	0.437
			0.463
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with			

Based on the results of the normality test, it is known that the significance value is  $0.450 > 0.05$ , it can be concluded that the residual value is normally distributed because if the significance value  $> 0.05$  means that the residuals are normally distributed and if the significance value  $< 0.05$  the residual value is not normally distributed.

Coefficients <sup>a</sup>		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Preferensi Konsumen	1.000	1.000

a. Dependent Variable: Identitas Merek

The tolerant value is  $1.00 > 0.1$  and the VIF value is  $1.00 < 10$  which means it is free from Multicollenarity.



If the plot spreads randomly and does not form a pattern, it is said to be free from Heteroscedacticity, the picture

below shows that no pattern is formed so that the results of the heteroxicity test do not occur Heteroscedacticity.

Correlations			
Preferensi Konsumen	Identitas Merek		
Preferensi Konsumen	Pearson Correlation	1	.568**
	Sig. (2-tailed)		0.000
	N	100	100
Identitas Merek	Pearson Correlation	.568**	1
	Sig. (2-tailed)	0.000	
	N	100	100

\*\*. Correlation is significant at the 0.01 level (2-tailed).

The relationship between x and y is positive, which means that it determines the direction of the relationship, the correlation coefficient between service quality (x) and purchasing decisions is 0.568. meaning that the higher the value of service quality, the higher the value of purchasing decisions with the magnitude of the relationship of 0.568 or strong enough, if the significance value is  $< 0.05$ , then the data is correlated / related and if the significance value is  $> 0.05$ , then the data is not correlated / unrelated so that the data above shows that the correlation value between x and y is  $0.00 < 0.05$ , meaning that the data has a correlation with each other.

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Identitas Merek * Preferensi Konsumen	Between Groups	(Combined )	793.788	29	27.372	3.304	0.000
		Linearity	439.703	1	439.703	53.075	0.000
		Deviation from Linearity	354.084	28	12.646	1.526	0.079
		Within Groups	579.922	70	8.285		
		Total	1373.710	99			

If the significance value is  $> 0.05$ , linear and if the significance value is  $< 0.05$ , the residual value is not linear, then the results of the linearity test show the Sig. deviation from linearity value of  $0.079 > 0.05$ , it can be concluded that there is a linear relationship between service quality and purchasing decisions.



Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.568 <sup>a</sup>	0.370	0.303	3.08718

a. Predictors: (Constant), Preferensi Konsumen

b. Dependent Variable: Identitas Merek

The magnitude of the correlation value  $R$  is 0.566 and explains the percentage of the influence of the dependent variable called the determination coefficient which is the result of squaring  $R$ . From this output, the determination coefficient ( $R^2$ ) is 0.370, which means that the effect of service quality on purchasing decisions is 37%, while the remaining 63% is influenced by other factors outside variable  $X$ , showing the results of the SPSS regression analysis menu, the path coefficient is shown by the output called Coefficient which is expressed as Standardized Coefficient or known as Beta. In the SPSS output results, the Beta result is 0.568. This means that there is a direct effect of  $X$  on  $Y$  of 0.568.

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	23.930	2.061		11.612	0.000		
Preferensi Konsumen	0.250	0.037	0.568	6.792	0.000	1.000	1.000

a. Dependent Variable: Keputusan Pembelian

Furthermore, from the Coefficient table, the t-count is 6.729 and the p-value / sig is 0.000. P-value is a probability that assumes that  $H_0$  is true. The result is a p-value of  $0.000 < 0.05$ . This means that the Sig probability value is smaller than the probability value of 0.05, meaning that  $H_0$  is rejected and  $H_a$  is accepted, thus variable  $X$  has a positive and significant direct effect on  $Y$  of 0.568, while the value of  $e_1$  can be found by the formula  $\sqrt{(1 - 0.568)} = 0.432$ .

## CONCLUSION

Based on the results of the research analysis that the authors have conducted on consumer preferences for brand identity at Islamic hotels in Bandung, it can be concluded that the results obtained are 57% directly influenced and 43% indirectly influenced or influenced by other factors not examined by the author.

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