

The Influence Of Syariah Compliance And Customer's Satisfaction Towards Muslim Purchase Behaviour HotelSyariah in West Sumatera

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Abstract. This study aimed to analyze the influence of sharia compliance and customer satisfaction towards Muslim purchase behavior in sharia hotels in West Sumatra. This research uses a quantitative methodology with a causal associative approach. Muslim guests who have stayed at sharia hotels constitute the population, and a purposive sampling technique is used to determine the number of research samples. The sample size for this study was 99 Muslim guests who had stayed at a sharia hotel in West Sumatra. Partial Least Square Structural Equation Modeling (PLS-SEM) is the analytical method used. From the results of research that has been carried out, the variables of sharia compliance and customers satisfaction have a positive and significant effect on the purchase behavior of sharia hotels in West Sumatra. It can be said that based on this research, purchase behavior occurs if the hotel is compliant and guests feel satisfied during their stay, then guests will consider purchase behavior.

Keywords: : syariah compliance, customer's satisfaction, purchase behaviour.

1. Introduction

Tourism is an important sector in Indonesia that continues to be developed to increase the number of local and foreign tourists. This is evidenced by the increase in Indonesia's tourism ranking in 2022, which was originally ranked 44th to 32nd, this data was released by the Economic Forum in May 2022. With the increase in Indonesia's tourism ranking, the number of tourists is also increasing, this will have a positive effect on other industries, one of which is the hotel industry which will be used by tourists as a means of lodging accommodation that provides complete facilities. The growth of hotel facilities in Indonesia is increasing along with the development of tourism destinations in

the country (Mujib, 2016: 430). In addition to conventional hotels, sharia hotels are an option that can be used by tourists, in 2019, Indonesia was ranked first as the best halal tourism in the world by the Global Muslim Travel Index (GMTI), with this award, Indonesia's prospects for developing halal tourism have been recognized by the world, one of Indonesia's advantages for developing halal tourism is that the majority of the population is Muslim. Rahardi and Wiliasih (2016) conducted a study entitled Analysis of Factors Affecting Sharia Hotel Consumer Preferences, the results of research on factors that influence consumer choices for Islamic hotels show that seven variables have a significant effect on consumer choices for Sharia hotels, namely, knowledge, hotel image, service, customer, location, process, facilities, and religion.

West Sumatra is one of the halal tourist destinations that is widely visited and has won many prestigious achievements in the 2016 world halal tourism award. West Sumatra has approximately 19 Sharia hotels. According to the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 2 of 2014, the Islamic hotel business is classified into two, namely Hilal-1 Sharia Hotels and Hilal-2 Sharia Hotels which are used as the basis for the implementation of Islamic hotels. Hilal-1 Sharia Hotel is a classification for Islamic hotel businesses that are considered to meet all the criteria for Islamic hotel businesses needed to serve the minimum needs of Muslim tourists. Hilal-2 Sharia Hotel is a classification

sharia that ignores the norms that apply in society such as hotel services that provide rooms without asking for the completeness of marriage identity, guests who sometimes bring alcohol. This is not by Sharia compliance which in essence in the implementation of Sharia business, business people must know the principles of Sharia that must be adhered to so that they continue to run by Sharia principles in Sharia business rules.

Religion is a key element in the culture of life that influences purchasing behavior and decisions, it is known that religion also regulates everything that is permitted and prohibited to do, including regarding consumption behavior of both goods and services. So it can be said that religion can influence consumer behavior in deciding what goods or services to buy. This is the opinion of Schiffman and Kanuk quoted by Rivan Sutrisno who states "that consumer decisions in buying a service are influenced by their religious identity". So in buying an item not only pay attention in terms of needs and costs incurred, but also pay attention to the extent to which the goods consumed will provide problems.

If Islamic hotels do not comply with sharia principles, guest satisfaction with the services provided is low and the desire to stay again is not there. Tjiptono (2008: 4) considers that loyal customers are not necessarily satisfied, but satisfied customers tend to become loyal customers. Sharia hotel compliance has received a significant relationship with consumer purchasing behavior, Sulaiman Y., 2020 [201]. However, there is a lack of studies on the influence of Sharia compliance and customer satisfaction toward Muslim purchasing behavior in Sharia hotels in West Sumatra.

2. Literatur Review

a. Sharia compliance

According to the Big Indonesian Dictionary, compliance comes from the word "obey" which means obeying orders, obeying orders, rules and discipline. Sharia compliance is a product or service that follows Islamic principles and concepts, not limiting it to food and beverages, but also operations and all activities. Based on the MUI national sharia council fatwa No.108 / DSN-MUI / X / 2016 concerning guidelines for organizing tourism based on sharia hotel principles, it explains that the sharia hotel business is to provide lodging in the form of rooms in a building equipped with food and beverage service, entertainment activities and other facilities on a daily basis with the aim of making a profit which is carried out according to sharia principles. Based on this theory, it can be concluded that islamic hotels are hotelstaht run service and facilities owned by sharia principles. (Suki and Saleh , 2016:37) most muslim consumers are looking for products with halal logos and halal certification, religious beliefs can be a factor in the awareness of Muslim consumers in buyih products of service. In carrying out a series of business activities, humans lay a religious foundation as a guide in it.

Yusanto and Widjajakusuma (2017), emphasize Islamic management on utilizing the principles of faith to achieve the best productivity and make all activities worth worship. An-Nawawy (2017). The main factor for Muslim consumers is halal awareness and religious beliefs that help their decision-making process to buy products or services, there is a rapid awareness related to religious beliefs for Muslim consumers which makes them choose products and services that are in accordance with their wishes and religious knowledge. Based on the theory above, it can be concluded that Islamic hotel compliance in carrying out the principles of Islamic hotels is a consideration for Muslim consumers in making decisions to stay.

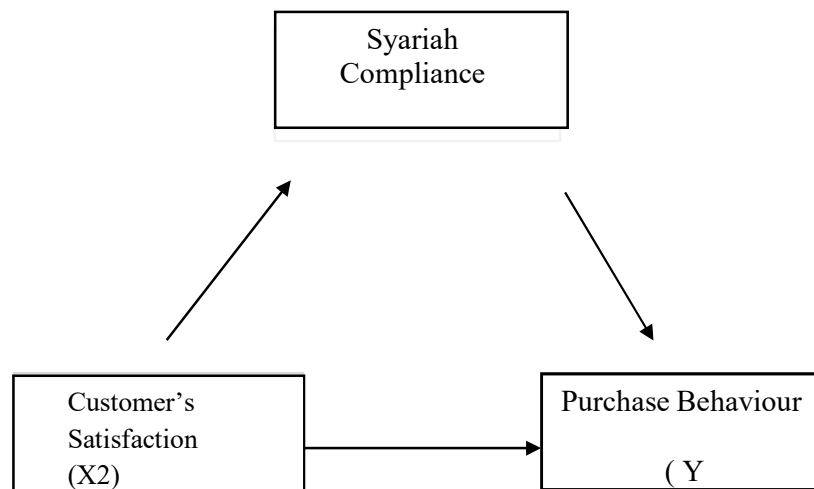
b Customer's Satisfaction

According to Gregorius Chandra, the level of customer satisfaction with a product is the result of a comparison made by the customer of the level of perceived benefits received by the customer after consuming or using the product, as well as the level of benefits expected before the purchase. the better the customer satisfaction at the hotel, the higher the customer loyalty to the hotel due to the satisfaction felt by the customer Sutjiawan & Japarianto (2014). that customer satisfaction is an abstract concept where actual satisfaction varies from individual to product, depending on a number of individual expectations According to (Cengiz, 2010). Customer satisfaction increases when the customer feels the seller has been fair in the transaction. If the perception is the same or even greater than expectations, the customer will feel satisfied. Based on the expert's opinion, it can be concluded that customer satisfaction is the result of the level of customer satisfaction after comparing the service or product with what the customer expects, the customer will feel satisfied, and vice versa, if the results of the service or product do not match the customer expects, the customer will feel disappointed.

Purchase Behavior

Consumers are individuals, groups, and organizations that carry out activities to select, purchase, and use goods or services, ideas, or experiences to satisfy their needs and desires in carrying out these activities, purchasing behavior is often influenced by their environment, namely cultural, social, personal and psychological. According to Kotler and Keller (2009), consumer behavior is "the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires. According to Boyd, Jr. and Walker Jr. (1995), the decision-making process when making a purchase varies from one consumer to another.

It can be concluded that purchasing behavior is the decision-making process in purchasing a product or service according to what the buyer wants in meeting the needs needed conceptual framework:



hipotesis :

Hypothesis:

1. H1: Customer satisfaction affects the purchase behavior of Islamic hotels in West Sumatra.
2. H2: Sharia compliance affects customer's satisfaction to stay at Islamic hotels in West Sumatra.
3. H3: Sharia compliance affects the purchase behavior of Islamic hotels in West Sumatra.
4. H4: Customer satisfaction mediates the relationship between Sharia compliance and Islamic hotel purchase behavior in West Sumatra.

3. Research Methods

This research uses quantitative descriptive research with a causal associative approach. The study determines how much the influence of Sharia compliance and customer satisfaction on Muslim consumer purchase behavior in Sharia hotels in West Sumatra. In this study the population is 13,185 people consisting of guests who have stayed at Islamic hotels in West Sumatra, with sampling based on the type of nonprobability sampling used is purposive sampling, using the Slovin formula, from the results of the calculations obtained, a sample of 99 people. The types and sources of data used in this study are using questionnaires with a Likert scale. Before the questionnaire is distributed, a validity test and a real test are first carried out on 30 respondents, the validity data test and the real test of the questionnaire to be distributed are tested using the smart pls application program with valid results, so that the research questionnaire

can be distributed to respondents with the condition that they have stayed at a sharia hotel and are Muslim. From the results of the sample that the author has obtained, there are 42 male respondents and 57 female respondents who have an age of mostly 46-55 years with a percentage of 27.5%, the education level is mostly undergraduate with a percentage of 42.5%, most of them work as entrepreneurs with a percentage of 38.8% and sharia hotels that are visited are rang kaya basa hotels with a percentage of 38.2%. Partial Least Square Structural Equation Modeling (PLS-SEM) is the analysis method used in this study.

4. Results and Discussion

a. Result

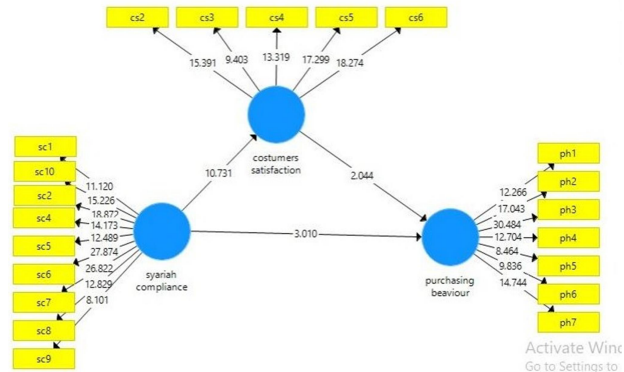
1. Measurement model

By using measurement model assessment, it is possible to indirectly measure the idea put forward by Hair et al. (2002) regarding latent or unobservable concepts that cause changes in observable indicators. To use the measurement model. The results are reported in Table 1 and Ffigure 1, along with the outer loadings, indicator reliabilities, composite reliabilities, and measurement scores. indicators, composite reliability, AVE scores, and Cronbach Alpha

Table 1. Reflective Measurement Model

Variabe Laten	Indikator	Outer Loading	Croanbach Alfa	Gabungan Keandaan	AVE
Syariah Compliance	SC1	0,813	0,945	0,909	0,697
	SC2	0,848			
	SC4	0,809			
	SC5	0,832			
	SC6	0,897			
	SC7	0,896			
	SC8	0,838			
	SC9	0,747			
	SC10	0,822			
	Customer's Satisfaction	CS2			
CS3		0,751			
CS4		0,818			
CS6		0,824			
Purchase Behaviour	PH1	0,784	0,915	0,932	0,663
	PH2	0,848			
	PH3	0,891			
	PH4	0,755			
	PH5	0,761			
	PH6	0,801			
	PH7	0,832			

Source : Output PLS-SEM



Discriminant Validity (AVE) test results

Source: PLS-SEM

The reliability test in smart pls can use two methods, namely Cronbach's alpha and composite reliability. Cronbach's alpha measures the limit that the reliability value of a construct while composite reliability measures the true value of the reliability of a construct. Composite reliability is considered better in estimating the internal consistency of a construct. The rule of thumb used for the Composite Reliability value is greater than 0.7 and the Cronbach's alpha value is greater than 0.7 (Ghozali, 2016). And for construct validity, you can get the Average Variance Extracted (AVE) value with a value of > 0.5 . From the data that the author has tested using smartpls, the composite reliability sharia compliance value is 0.909 and Cronbach alpha is 0.945, obtained an AVE value of 0.697. Composite reliability customer's satisfaction 0.909, Cronbach alpha 0.875, and obtained AVE value 0.667. Composite reliability purchase behavior 0.932 has a cronbach alpha value of 0.915 with an AVE value of 0.663. Based on the findings it is clear that all three variables are significant. Therefore, the measurement value for both the dependent and independent variables is very good because the value is more than 0.70.

2. Heterotrait-Monotrait Ratio (HTMT)

Table 2. Heterotrait-Monotrait Ratio (HTMT)

	Customer's satisfaction	purchase behaviour	syariah compliance
customer's satisfaction			
purchase Behaviour	0,763		
syariah compliance	0,789		0,784

source: PLS-SEM

Heterotrait-Monotrait Ratio of Correlations (HTMT) analysis is used to evaluate discriminant validity as the last step in evaluating modal measures. According to the HTMT value, the value is accepted if <0.90 from Table 2, the HTMT value is less than 0.90, so no discriminant validity problem is found. This indicates that the collinearity problem between latent components is not found in the HTMT criterion.

3. R square

Table 3. R square

	R Square	R Square Adjusted
Customer's Satisfaction	0,529	0,519
Purchase Behaviour	0,594	0,577

Source : PLS-SEM

R square is referred to as the coefficient of determination which explains how far the dependent data can be explained by the independent data. R square is worth between 0-1 with the provision that the closer to number one the better. (Hair et al.2011) states that the r squared value of 0.75 is included in the strong category, the r square value of 0.50 is in the moderate category and the r square value of 0.25 is weak. From table 3 above, it can be seen that the r square value belongs to the moderate category, it can be concluded that the purchase behavior variable is 59.4% influenced by variable X1 and variable X2 and the customer's satisfaction variable is 52.9% influenced by sharia compliance.

Tabel 4. Results of Hypothesis Test

Path Analisis	Original Sampel (β)	Sampel Mean (M)	Standar Deviation (STDEV)	T Statistik (IO/STDEV)	P Value S	Result
H1 Customer's satisfaction -> Purchase Behaviour	0,318	0,328	0,160	1,982	0.048	Accept
Syariah Compliance -> Customer's satisfaction	0,727	0,734	0,070	10,436	0,000	Accept
Syariah Compliance -> Purchase behaviour	0,508	0,504	0,173	2,937	0.003	Accept

Source : PLS-SMART

Hypothesis H1 shows that customer's satisfaction has a positive effect on purchase behavior, ($\beta = 0.318$ and $t = 1.982$). Hypothesis H2 shows that purchase behavior has a positive effect on sharia compliance, ($\beta = 0.727$ and $t = 10.436$). Hypothesis H3 shows that sharia compliance has a positive effect on purchase behavior, ($\beta = 0.508$ and $t = 2.937$)

4. Mediation Analysis

Mediation analysis is done by comparing the value of indirect effect and direct effect using the results of smart PLS

Table.5. hasil indirect effect atau hasil uji mediasi

Path Analisis	Original Sampel (β)	Sampel Mean (M)	Standar Deviation (STDEV)	T Statistik (IO/STDEV)	P Value S	Result t
Syariah Compliance-> Customer's satisfaction-> Purchase behaviour	0,231	0,245	0,134	1,722	0,086	refuse

Sumber : Output PLS

Hypothesis H4 shows that sharia compliance ($\beta = 0.231$ and $t = 1.722$) has no positive effect on purchase behavior. Therefore, customer satisfaction does not mediate the relationship between the sharia compliance variable and the purchase behavior variable. This is supported by the specific indirect effect test (Sharia Compliance-> Customer's satisfaction-> Purchase behavior) t , with ($\beta = 0.231$ and $t = 1.722$). The direct effect model shows that sharia compliance has no significant effect that does not mediate customer satisfaction and purchase behavior of Islamic hotels in West Sumatra.

b. Discussion

Customer's satisfaction affects the purchase behavior of Islamic hotels in West Sumatra.

Hypothesis H1 states that Customer's satisfaction affects the purchase behavior of Islamic hotels in West Sumatra. ($\beta = 0.318$, $t = 1.982$ and $P = 0.048$). So there is a significant and positive influence between customer's satisfaction on purchase behavior. This is in line with research conducted by Sulaiman Y., 2020 [201] "consumer purchasing behavior is influenced by customer satisfaction." Similarly (Indra Hafizha Khairani: 2020) "service quality has a significant influence with a positive direction on the decision to stay". Based on the current situation, if someone is satisfied with something, he will want to feel the satisfaction he has experienced or feel the same experience again. So it can be concluded that hypothesis one can be accepted.

Sharia compliance affects customer's satisfaction to stay at Islamic hotels in West Sumatra.

Hypothesis H2 states that the effect of sharia compliance on customer's satisfaction of Islamic hotels in West Sumatra. ($\beta = 0.727$, $t = 10.436$ and $P = 0.000$). So there is a significant and positive influence between sharia compliance on customer's satisfaction. This is in line with previous research conducted by (Syuaibi and May: 2021) "shariah compliance has a positive and significant effect on customer's satisfaction". similarly (Sono Nanda Hidayan and Abi Kusairi: 2021) "the principles of Sharia service on customer satisfaction have a positive and significant effect on the Asri Sharia hotel in the Situbondo district". So it can be concluded that the better the shariah compliance, the higher the level of customer's satisfaction will be. Shariah compliance affects the purchase behavior of Islamic hotels in West Sumatra.

Hypothesis H3 states that the effect of shariah compliance on the purchase behavior of Islamic hotels in West Sumatra. ($\beta = 0.508$, $t = 2.937$ and $P = 0.003$). So there is a significant and positive influence between shariah compliance on purchasing behavior. This is in line with research conducted (Abu Yazid Bastomi: 2022) "stating that the application of sharia primsip has a significant effect on the decision to buy sharia lodging services". Similarly, Sulaiman Y., 2020 [201] "Sharia compliance has been accepted as a significant relationship to buyer behavior in Islamic hotels." So it can be concluded that the more compliant the hotel is in carrying out the principles of Islamic hotels, the higher the purchase behavior will be. Customer's satisfaction mediates the relationship between sharia compliance and purchase behavior of Islamic hotels in West Sumatra.

Hypothesis H4 states that Customer's satisfaction does not mediate the relationship between sharia compliance on purchasing behavior of Islamic hotels in West Sumatra. ($\beta = 0.318$, $t = 1.982$ and $P = 0.086$) Customer's satisfaction has an indirect effect value of 0.231. because the direct effect value is greater than > 0.508 , this is also confirmed by the bootstrap confidence interval (p-values 0.086), which does not support H4. Then there is no significant influence or no mediation between the two variables. This is in line with research conducted by Rizal Taufiq (2021) "which shows that Islamic branding has no significant effect on purchase intention through customer satisfaction as an intervening variable". similarly (Dwipayana Bagus and Eka Sulistyawati: 2018) "satisfaction variables mediate the effect of trust on repurchase intentions positively". So it can be concluded that customer's satisfaction does not mediate the relationship between sharia compliance and purchase behavior of Sharia hotels in West Sumatra. So H4 is rejected.

Conclusions and Suggestions

a. Conclusion

Based on research that has been conducted that customer satisfaction effects purchase behavior, the more satisfied the guest is with the services provided during the guest's stay, the more likely the guest is to stay again at the same hotel or another sharia hotel. Furthermore, sharia compliance affects customer's

satisfaction. Shariah compliance affects purchase behavior, the more compliant the hotel is with the principles or concepts of existing Islamic hotels, the greater the opportunity for guests to purchase behavior to increase room sales. And the last finding is that customer satisfaction does not mediate sharia compliance on purchase behavior. Muslim tourists who stay at sharia hotels may feel that staying at a sharia hotel can meet their needs during their stay, feel safe and not forget to worship.

b. Suggestion

From the results of the research that the authors have done, they provide suggestions for the future so that Islamic hotels in West Sumatra fully implement the principles of Islamic hotels and the existence of complete public facilities and interior design by Islamic teachings, so that guests feel satisfied during their stay and can increase guest interest and loyalty to stay.

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