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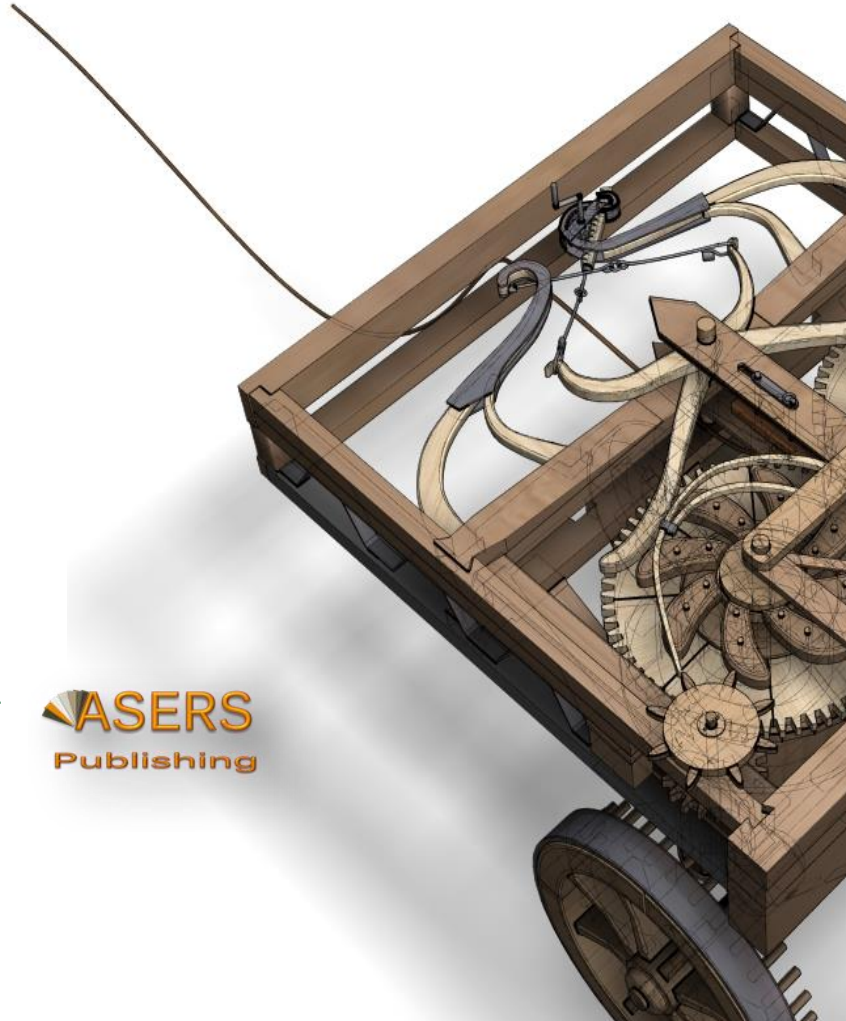
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Journal of Environmental Management and Tourism is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

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Shariah-Based Hospitality, Competitive Advantage and Tourists' Revisiting Interest on Indonesia Tourism

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Abstract:

Along with the increase in tourist destinations, hotels also increase, ranging from cheap to expensive ones. The promotion of the hotel was well done. However, the low quality of service resulted in the hotel losing guests. Excellence in the hospitality promotion sector is part of the hotel industry's success. For Muslim-majority countries, one of the influential factors in hotel selection is the Halal brand. This study aims to investigate the effect of Sharia-based hospitality hotels on competitive advantage and tourists' revisiting interest. This study uses the method of the Structural Equation Model (SEM). There were 140 respondents consisting of guests, staff, and managers of Shariah hotels in West Java, Indonesia. The sampling technique used in this research was purposive sampling. Hypothetical testing results showed that Shariah-based hospitality hotels significantly affect competitive advantage and tourists' revisiting interest. The competitive advantage significantly affects tourists' revisiting interests. Shariah-based hotel hospitality's creativity and innovation create superior competitiveness and foster interest in staying again. Shariah hotel marketing is not just advertising in digital media but also paying attention to customer feedback.

Keywords: hospitality; shariah; competitive advantage; tourists' revisiting.

JEL Classification: L10; L83; Z12; Z31; M31.

Introduction

Busy human activities such as work, education, and others encourage travel and tourism (Lagatama and Putra 2020). Travel and tourism are an inseparable part of human life (Gudkov 2021). Travel and tourism media relieve stress every day, but it can be the other way around, adding to stress (Zhu *et al.* 2020). It is due to several

factors, such as uncomfortable hotel services, tourist destinations that do not meet expectations, and high costs (Li *et al.* 2011; Dwyer *et al.* 2009). Especially for Muslim tourists and travelers, the Halal brand is a significant concern (Said *et al.* 2022). Halal hotels are also one of the main requirements for choosing travel and tourism (Battour, Ismail, and Battor 2011).

The human need for travel and tourism has resulted in increasing tourist areas with nuances of local, national, and international wisdom (Chambers 2009). Along with the increase in tourist destinations, hotels also increase, ranging from cheap to expensive ones (Antara and Sumarniasih 2017). Hotels operating in a competitive environment target many visitors from local, national, and international markets with many specialties (Dimitrios *et al.* 2020). Travel and tourism can be media to relieve stress daily, but if the quality of service is low, especially in hospitality hotels, on the contrary, it will increase stress (Zhu *et al.* 2020). Therefore, improving hotel hospitality management is very important to support the success of hotel services and tourist comfort (Ali *et al.* 2021).

The hotel industry is a factor that supports the improvement of a country's economy (Fahimi *et al.* 2018; Chambers 2009; Sutono 2019). In addition, the hotel industry contributes to strengthening and promoting a country's tourism (Ramadan *et al.* 2022). The hotel industry's success in facing competition must support an effective service chain (Tiawon and Supartha 2021). These service chains include reception, entertainment facilities, hotel freedom, and comfort (Benítez, Martín, and Román 2007).

In the era of advances in digital technology, room reservation service systems, and payments using internet media (Xiang, Magnini, and Fesenmaier 2015). The management of digital promotions and services like this must be directly proportional to the quality of hotel hospitality. Hotel guests are not satisfied because of good hotel promotions but do not follow the services and facilities received when staying at the hotel. The quality of hotels in developed countries does not doubt the quality of hotel service management, but it is still a problem for developing countries that must be resolved.

Improving hotel service management is not easy, especially for hotels located in countries with multicultural populations. The community's diversity encourages hotel management to provide services with socio-religious attention. For Muslim-majority countries, one of the influencing factors in hotel selection is the Halal brand (Rachmiate *et al.* 2022; Rahman *et al.* 2019).

Marketing performance determines the success of a business (Dhameria *et al.* 2021; Setini *et al.* 2021). Indonesia is a country that has many religious tourism destinations and religious hotels. Therefore, hotel promotion related to the application of shariah principles is recommended for the development of Indonesian tourism (Wahyudin *et al.* 2021). Until now, Indonesia continues to develop the Halal hotel brand, from food and drinks to hospitality.

Hotel managers need to pay attention to hospitality to achieve a competitive advantage (Cohen and Olsen 2013). Excellence in the hospitality sector is part of the hotel industry's success (Okoroh, Jones, and Ilozor 2002). Therefore, the sustainability of hotels with the Halal label needs to be supported by solid Shariah hospitality. The competitiveness of Halal hotels is extraordinary, and if Shariah hospitality is weak, the hotel will be unable to compete with other hotels.

One indicator of a hotel's success is the number of guests who return to stay. Good promotions but low service quality caused stressed guests not to return (Zhu *et al.* 2020). Good hotel services make guests satisfied and come back. Efforts to attract tourists to visit again are the responsibility of all elements of hotel organizers. Not just a promotion, but must be supported by services when guests stay at the hotel (Kimpakorn and Tocquer 2010).

Based on the description above, the increasing demand for tourism has led to an increase in the hotel industry. For Muslim-majority countries, Shariah or halal brands are one of the strengths in improving marketing performance. The research gap is to look at the other side of sharia-based hotels, namely from the side of Halal hospitality and its influence on competitive advantage and tourists' revisiting interest.

1. Literature Review

1.1 Shariah-Based Hospitality Hotels

The company's brand positively affects performance (Suartina *et al.* 2022; Kwarteng, Dadzie, and Famiyeh 2016). The phenomenon of hotels and tourism that provide sharia brands is overgrowing (Adinugraha *et al.* 2021). Wahyudin *et al.* (2021) said the application of sharia principles and halal brands was recommended in Muslim-majority countries. For example, in Malaysia, the concept of hospitality hotels that is developing is a financial system, operation, facilities, and hotel design according to Sharia rules (Kamri *et al.* 2018). In Egypt, the

qualification of a halal certificate for every aspect of hospitality hotels significantly influences the hospitality industry (Junaidi 2020).

According to Djunaid (2018), Indonesia applies several aspects of sharia in sharia-based hospitality hotels, including 1) Aspects of guest reception. Do not allow guests who are not husband and wife to stay in one room. 2) Aspects of service standards. Hotel employees wear uniforms following Islamic teachings, are friendly, smiling, and greet "Assalamu'alaikum." 3) Aspects of bedroom facilities. There is a separate floor between unmarried male and female rooms and guests with families. 4) Food-beverage aspects. The hotel only provides food and drinks with Halal labels. 5) Aspects of worship facilities. There is a prayer room or mosque in the hotel area and worship facilities such as prayer mats, *Mukena* (women's prayer clothes), and the Qur'an in each room. 6) Aspects of toilet facilities with sufficient and clean water. 7) Aspects of fitness facilities, massage/Spa which are separated between men and women. 8) Aspects of worship alarm facilities as a reminder of prayer times.

1.2 Competitive Advantage

The two main points for a sustainable business to have a competitive advantage are reputation and innovation (Rodriguez, Ricart and Sanchez 2002; Dhameria *et al.* 2021). A company strives to innovate through competitive advantage, excel in specific skills, and excel in resources. A hotel has a competitive advantage when it can maintain a hotel advantage that has exceeded the average profit. Maintaining a competitive advantage is one of the business strategy goals (Anning-Dorson 2018).

The competitive advantage of a business can be monitored through non-price and price strategies (Nair 2019; Enke, Geigenmüller, and Leischnig 2022). In the hospitality industry, one of the essential factors that influence the sustainability of competitive advantage is hospitality (Casado Salguero *et al.* 2019; Dang and Wang 2022). Hospitality awareness to compete in the hotel market motivates to earn more profits (Hossain, Kannan, and Raman Nair 2021). According to Kuncoro & Suriani (2018), the competitive advantage strategy can be calculated from product uniqueness innovation, product quality, and price competition. Therefore, the competitive advantage strategy of sharia-based hotels can be calculated through halal product uniqueness, halal product quality, and competitive halal price.

1.3 Tourists' Revisiting Interest

Customer interest in returning to hotels is one aspect that is the center of attention in the tourism industry (Park *et al.* 2020; Ullah *et al.* 2022). Interest in returning to the hotel is influenced by several factors, namely the location of the hotel, price (Wangchan and Worapishet 2019), facilities, and services. According to Tian-Cole, Crompton, and Willson (2002), the quality of service has proven to be one factor that raises someone's interest in making return visits.

Customer satisfaction, brand image, and service affect customers to revisit the hotel (Karim and Rabiul 2022; Waluyo 2020; Alshiha 2022). It is a special concern for Muslim hotel guests who have a halal brand to visit again (Jeaheng, Al-Ansi, and Han 2020). Good hotel management can attract repeat customers (Lockwood and Pyun 2019). It is comparable to the hotel's profits to be obtained.

2. Methodology

This study uses the method of the Structural Equation Model (SEM). Data processing using AMOS software. According to Bentler (2010), this method can estimate the relationship between observed and latent variables. Therefore, SEM aims to analyze the relationship between each aspect of sharia-based hospitality hotels, competitive advantage, and tourists' revisiting interest. In addition, to strengthen the results of the study the researcher conducted interviews.

Based on the maximum likelihood estimation theory, the number of respondents is at least 100 to 200 respondents according to the number of instrument indicators (Ghozali 2008). The number of samples of this study based on 14 indicators of sharia-based hospitality hotels, competitive advantage, and tourists' revisiting interest is 140 respondents.

$$\text{Sample} = \text{Number of indicators} \times 10 = 14 \times 10 = 140$$

Respondents were guests, staff, and hotel managers from 10 sharia hotels in West Java, Indonesia. The selection of respondents was based on criteria, 1) more than one guest staying at a sharia hotel; 2) staff who had become permanent. The technique sampling used in this research was purposive sampling.

The instrument uses a questionnaire. Teknik converted the questionnaire results to quantitative data using a Likert Scale technique for each answer. The score for each answer to the indicators of sharia-based hospitality

hotels, competitive advantage, and tourists' revisiting interest is 1 - 5. The following table 1 shows the variable indicators in this study which were adopted from Djunaid (2018), Kuncoro & Suriani (2018), and Jeaheng *et al.* (2020).

Table 1. Instrument Indicators

Variable	Indicator	
Sharia-Based Hospitality Hotels	X1	Shariah-based reception
	X2	Shariah-based service standards
	X3	Shariah-based bedroom facilities
	X4	Halal food
	X5	Worship facilities
	X6	Shariah-based toilet facilities
	X7	Shariah-based fitness facility
	X8	Worship alarm facility
Competitive Advantage:	X9	Product Halal uniqueness
	X10	Halal quality product
	X11	Competitive Halal price
Tourists' Revisiting Interest	X12	The halal brand makes revisiting intention
	X13	Service-based shariah makes revisiting intention
	X14	Facility-based shariah makes revisiting intention

Source: Djunaid (2018), Kuncoro & Suriani (2018), dan Jeaheng *et al.* (2020).

Hypotheses

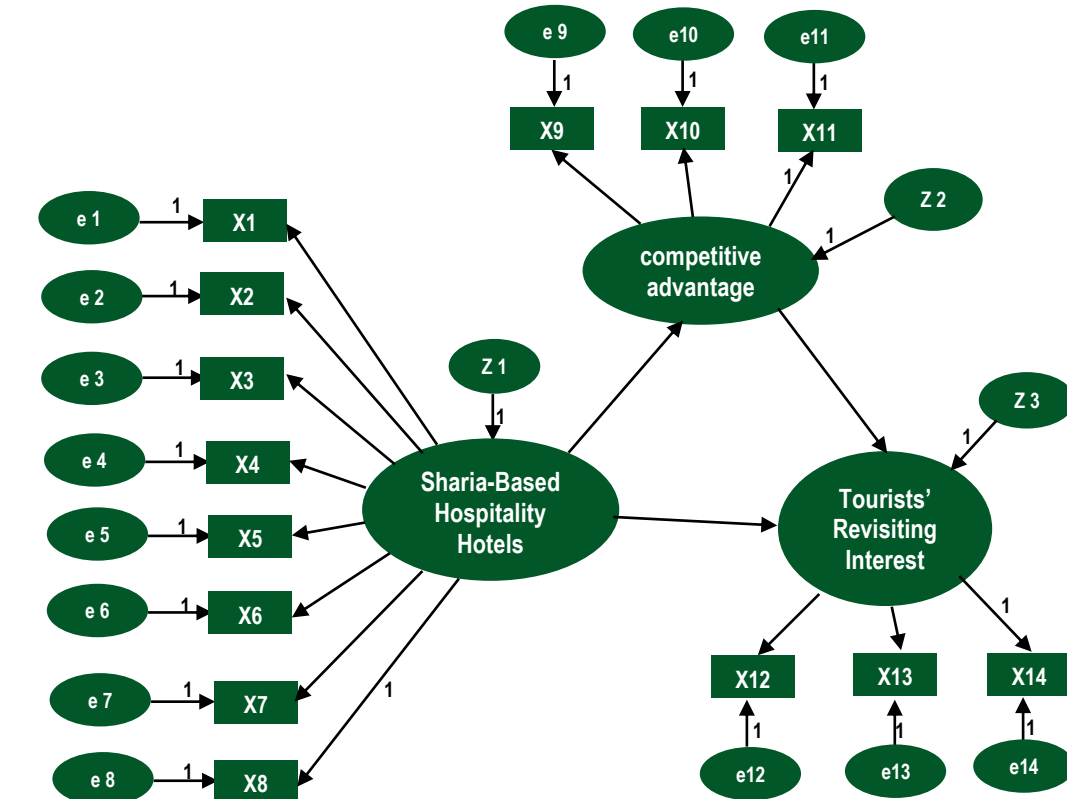
H1: The sharia-based hospitality hotels have a significant effect on competitive advantage.

H2: The sharia-based hospitality hotels have a significant effect on tourists' revisiting interest.

H3: The competitive advantage significantly affects tourists' revisiting interest.

Figure 1 below shows the proposed hypothesis model based on SEM characteristics visualized using AMOS software.

Figure 1. Hypothesis Visualization



Source: Visualization use AMOS Software

2. Result and Discussion

3.1 Result of Normality

According to Ghozali (2008) normally distributed data is data that has a c.r. (critical ratio) kurtosis and skewness value in the range of -2.58 to 2.58. Table 2 shows the value of c.r. in this research.

Table 2. Result of Normality

Variables	skew	c.r.	kurtosis	c.r.
X14	-0.397	-1.916	-0.582	-1.405
X13	-0.411	-1.983	-0.707	-1.707
X12	-0.331	-1.600	-0.488	-1.179
X11	-0.241	-1.166	-0.827	-1.996
X10	-0.310	-1.495	-0.636	-1.535
X9	-0.112	-0.539	-0.698	-1.685
X8	-0.453	-2.190	-0.487	-1.177
X7	-0.402	-1.942	-0.732	-1.767
X6	-0.344	-1.661	-0.587	-1.417
X5	-0.280	-1.354	-0.514	-1.242
X4	-0.309	-1.494	-0.418	-1.011
X3	-0.514	-2.485	-0.408	-0.986
X2	-0.428	-2.068	-0.336	-0.812
X1	-0.485	-2.345	-0.234	-0.565

Table 2 shows all c.r. values according to the normal distribution of data criteria. Therefore, 14 indicators of sharia-based hospitality hotels, competitive advantage, and tourists' revisiting interest deserve SEM analysis.

3.2 Result of Normality

If the Loading Factor value is more significant than 0.5, the indicator variable is called valid. Table 3 below is the loading factor value based on Standardized Regression Weights for each indicator of sharia-based hospitality hotels, competitive advantage, and tourists' revisiting interests.

Table 3. Loading Factor

		Estimate
X1	<--- Shariah_Based_Hospitality_Hotels	0.635
X2	<--- Shariah_Based_Hospitality_Hotels	0.686
X3	<--- Shariah_Based_Hospitality_Hotels	0.624
X4	<--- Shariah_Based_Hospitality_Hotels	0.520
X5	<--- Shariah_Based_Hospitality_Hotels	0.686
X6	<--- Shariah_Based_Hospitality_Hotels	0.534
X7	<--- Shariah_Based_Hospitality_Hotels	0.603
X8	<--- Shariah_Based_Hospitality_Hotels	0.656
X9	<--- Competitive_Advantage	0.668
X10	<--- Competitive_Advantage	0.584
X11	<--- Competitive_Advantage	0.691
X12	<--- Tourists'_Revisiting_Interest	0.628
X13	<--- Tourists'_Revisiting_Interest	0.644
X14	<--- Tourists'_Revisiting_Interest	0.668

Table 3 shows the estimated loading factor value of more than 0.5. It means that indicators X1 to X14 are valid. The 14 indicators of sharia-based hospitality hotels, competitive advantage, and tourists' revisiting interest are eligible for SEM analysis.

3.3 Result of Hypotheses Test

Based on AMOS output obtained: Chi-square = 63,703 (small); Probability = 0.795 (greater than 0.05); GFI = 0.940 (greater than 0.9); AGFI = 0.916 (greater than 0.9); RMSEA = 0.000 (smaller than 0.08); RMR = 0.035 (less than 0.05); NCP = 0.000 (little). This shows that all of these values meet the criteria of Good of Fit, meaning that it is feasible to continue the analysis to test the hypothesis.

Table 4. Hypothesis Test

		CR	P	H	Support
Competitive Advantage	<-- Sharia Based Hospitality Hotels	2.172	0.030	1	Yes
Tourists' Revisiting Interest	<-- Sharia Based Hospitality Hotels	2.326	0.020	2	Yes
Tourists' Revisiting Interest	<-- Competitive Advantage	2.187	0.029	3	Yes

Based on the AMOS output, the hypothesis testing criteria uses a significant level of 5%. Table 4 shows that H1 is accepted, indicated by the CR value of 2.172 and $P 0.030 < 0.05$. It means that sharia-based hospitality hotels have a significant effect on competitive advantage. H2 is accepted, indicated by the value of CR 2.326 and $P 0.020 < 0.05$. It means that sharia-based hospitality hotels significantly affect tourists' revisiting interests. H3 is accepted, indicated by the value of CR 2.187 and $P 0.029 < 0.05$. It means that competitive advantage significantly affects tourists' revisiting interests.

3.4 The Influence of Hospitality Shariah on Competitive Advantage

Two factors, namely non-price and price, contribute to competitive advantage (Nair 2019). This study indicates that these indicators are sharia hospitality hotels and significantly affect the competitive advantage. The uniqueness of shariah-based services and shariah-based facilities is strength in competing with conventional hotels. The price advantage is not much different from other hotels but provides more sharia-based services. It is in line with Kuncoro & Suriani (2018) who said that product uniqueness is one of the competitive advantage strategies.

Room and fitness facilities are made separately between female and male guests who are not *Mukhrim* (no marriage and family relationship). Shariah-based facilities and services are the driving force in the hotel business competition, as the advantages of hotels that have halal products uniqueness. Not only uniqueness, shariah-based facilities, and services must be maintained and improved in quality. The added value of sharia hotels is to provide unique services at affordable prices to compete well.

An M1 manager from one of the sharia hotels provided the following information: "As a hotel manager, I feel that we get many added values from shariah hospitality. Quality and prices can compete with others. The promotion of shariah hotels is a hallmark of excellence. There are more sharia hotels, making it a challenge to innovate."

Hotel guest G1 said: "I often see prayer directional signs in conventional hotel rooms. However, this shariah hotel provides an alarm for prayer times. I am always reminded of prayer times. I feel happy."

Worship alarm facilities (reminders of prayer times) are a form of innovation different from conventional hotels. Dhamera et al. (2021) and Rodriguez et al. (2002) said that competitive advantage can continue if innovations follow it.

3.5 The Influence of Hospitality Shariah on Tourists' Revisiting Interest

This study indicates that the sharia-based hospitality hotels have a significant effect on tourists' revisiting interest. According to Eid et al. (2021) and Tian-Cole et al. (2002), the quality of hospitality has been proven to generate guest interest in returning to the hotel. Reinforced by Adirestuty (2019) and Jeaheng et al. (2020) said that Islamic hospitality has the power to influence interest in revisiting.

The results of this study are also reinforced by the statement of one of the G2 hotel guests: "I have stayed at this sharia hotel several times. I am happy to receive Islamic services. The hotel staff are friendly and always say, "Assalamu'alaikum". Price does not matter if you get service like this. I have stayed in conventional hotels. When taking Wudlu water, I doubted whether the water followed the provisions according to Islam. As a Muslim, shariah-based toilet facilities are vital. When praying in the room, I can use the toilet facilities to take Wudlu water."

Someone who will stay at a hotel has different levels of willingness to pay (Nelson et al. 2021). However, G2's statement provides information that sharia-based services can eliminate objections to room prices. The reason is that guests feel happy about sharia-based services.

When Muslim tourists travel and stay at hotels, the first thing they see is halal food and drinks. According to (Rafiki 2019), food-beverage halal certification builds consumer confidence to visit again. The results of this study are in line with the statement that halal brand foods and beverages are the cause of guests visiting again.

3.6 The Influence of Competitive Advantage on Tourists' Revisiting Interest

The results showed that the competitive advantage significantly affected tourists' revisiting interest. This result is supported by Masly & Wardi (2021), state that a better competitive advantage positively impacts the number of return visits. According to Kuncoro & Suriani (2018), competitive advantage can be seen in product uniqueness innovation, product quality, and price competition. Hotels that are unique and have halal quality, namely sharia-based facilities and services, can increase interest in visiting.

The G3 hotel guest said: "I feel comfortable with this hotel, apart from the superior advertisements when I stay, I like the quality of the service. Even though I am not a Muslim, I feel the Islamic nuance in this hotel makes me curious and want to stay here again"

Service creativity and hotel uniqueness have the power to gain a better Competitive Advantage (Darvishmotevali, Altinay, and Köseoglu 2020). Following the statement of hotel guests. G3, although not a Muslim, the creativity of the service and the uniqueness of the shariah hotel can foster interest in visiting again.

Conclusion

Sharia-based hospitality has a competitive advantage and can attract tourists to visit again. It proves that sharia-based hospitality has a vital role in the progress of the hospitality and tourism business. For countries with a Muslim majority population, sharia-based hotels can increase the interest of returning tourists. Sharia hotel marketing does not only advertise in digital media but also pays attention to customer feedback. Positive feedback is marked by returning to visit. Sharia-based hospitality creativity and innovation create superior competitiveness and foster interest in staying again.

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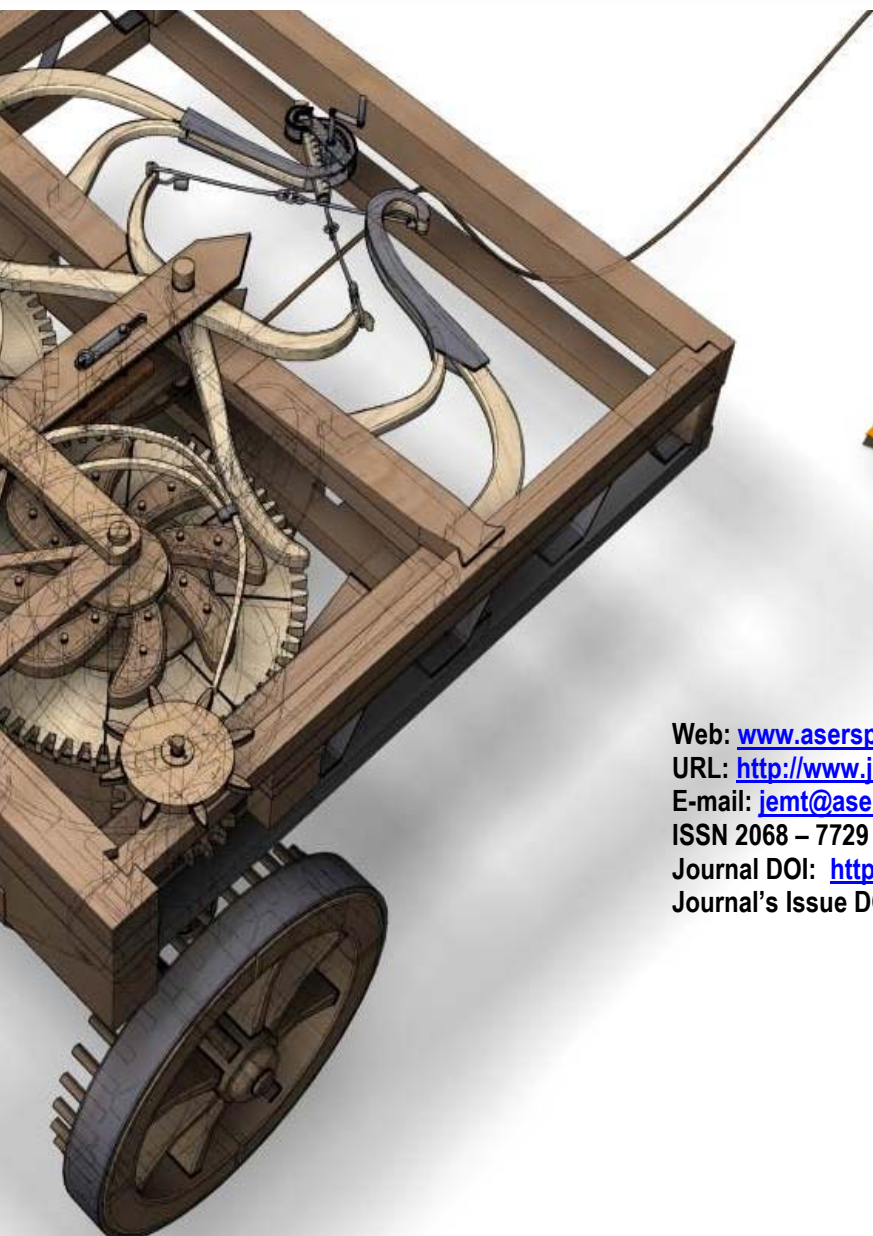
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