

Pengaruh sharia compliance dan kualitas layanan hotel syariah terhadap loyalitas wisatawan muslim yang dimediasi oleh kepuasan wisatawan =
The influence of sharia compliance and service quality in the sharia hotel towards moslem tourists loyalty mediated by tourists satisfaction /
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Abstrak

ABSTRAK

Penelitian ini dilakukan guna menganalisis pengaruh sharia compliance dan kualitas layanan pada hotel syariah yang mencakup tangibles, reability, responsiveness, assurance, dan empathy terhadap loyalitas wisatawan muslim yang dimediasi oleh kepuasan wisatawan. Pada penelitian ini populasi yang digunakan adalah wisatawan muslim yang pernah bermalam di salah satu hotel syariah di seluruh Indonesia. Ada pun jumlah sampel yang digunakan yakni berjumlah 210 responden. Metode analisis data yang digunakan dalam penelitian ini adalah Structural Equation Modeling SEM . Hasil penelitian menunjukkan bahwa sharia compliance dan kualitas layanan pada hotel syariah berpengaruh secara positif dan signifikan terhadap loyalitas wisatawan muslim, selain itu kepuasan wisatwan memiliki peran sebagai variable yang memediasi sharia compliance dan kualitas layanan terhadap loyalitas.

ABSTRACT

This study was conducted to analyze the influence of sharia compliance and service quality in sharia hotels that contains tangibles, reability, responsiveness, assurance, and empathy towards the loyalty of Muslim tourists mediated by the satisfaction of tourists. In this study the population used were Muslim tourists who ever stayed overnight in one of sharia hotels throughout Indonesia. There is also the number of samples used that amounted to 210 respondents. Data analysis method used in this research is Structural Equation Modeling SEM . The results showed that sharia compliance and service quality in sharia hotels have a positive and significant influence towards the loyalty of Muslim tourists, besides the satisfaction of tourists plays a role as variable that mediates sharia compliance and service quality towards loyalty.