

Pengaruh aspek sharia compliance dan customer experience terhadap kepuasan dan loyalitas wisatawan muslim yang berkunjung ke hotel syariah = The influence of sharia compliance and customer experience on satisfaction and loyalty of muslim tourist who visited sharia hotel / Fahadil Amin Al Hasan

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh aspek sharia compliance dan customer experience yang terdiri dari helpfulness, value for time, customer recognition, promise fulfillment, problem solving, personalization, competence, accessibility terhadap kepuasan dan loyalitas wisatawan muslim berkunjung kembali ke hotel syariah. Populasi pada penelitian ini adalah wisatawan muslim yang pernah menginap di hotel syariah di wilayah Lombok, Indonesia, sedangkan jumlah sampel yang digunakan sebanyak 205 responden. Metode analisis data yang digunakan dalam penelitian ini adalah Structural Equation Modeling SEM . Hasil penelitian menunjukkan bahwa sharia compliance, helpfulness, customer recognition, promise fulfillment, personalization, berpengaruh signifikan terhadap kepuasan dan kepuasan berpengaruh terhadap loyalitas wisatawan muslim untuk berkunjung kembali ke hotel syariah.

ABSTRACT

This research aims to analyze the influence of sharia compliance and customer experience which are helpfulness, value for time, customer recognition, promise fulfillment, problem solving, personalization, competence, accessibility on satisfaction and Muslim tourists loyalty who visited the sharia hotels. The population of the research are Muslim tourists who stay at sharia hotels in Lombok, Indonesia, while the number of samples used are 205 respondents. Data analysis method used is Structural Equation Modeling SEM . The results of the research shows that sharia compliance, helpfulness, customer recognition, promise fulfillment, personalization have significant influence on satisfaction, and satisfaction is proved to influence the loyalty of Muslim tourists who visited sharia hotels.