

THE CORRELATION OF LIFESTYLE AND FEATURES ON MOTIVATION TO  
PURCHASE SHARIA COMPLIANT HOTEL IN JAKARTA

CANDRA HIDAYAT

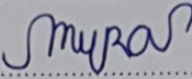
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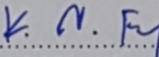
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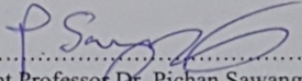
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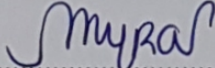
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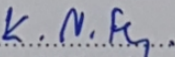
  
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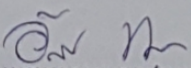
  
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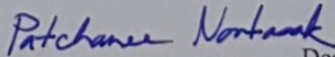
  
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Muslim growth around the world is perhaps the most striking and Shariah is more popular and becoming the lifestyle of Muslim people today. Developed tourism for Muslim tourists services in hotels, restaurants and travel tours are really potential. The study was conducted to provide the author a better understanding on how to establish a Sharia Compliant Hotel in Indonesian in relations the influence lifestyle of customer and features of the hotel are related to the motivation to purchase of Sharia Compliant Hotel. In this study focused at Jakarta province and consists of 5 hotel category: 5 Star Hotel, 4 Star Hotel, 3 Star Hotel, Budget Hotel and Hostel. Type of study is descriptive correlational and the research focuses use primary data, it will be taken with Questionnaire surveys for data collection. The 500 questionnaire had been spread to the respondents, and 369 questionnaires had been collected. And the respondents in here were guest in Sharia Hotel at Jakarta province Indonesia. Moreover the data analysis done and the result there is the influence from lifestyle of customer and features Sharia Compliant Hotel on operation, development and financing on motivation to purchase Sharia Compliant Hotel which indicates positive correlation.

The future research should be wider in all aspect, such as adding more international respondents instead of domestic respondents, also adding five star hotel category because in this research, five star hotel category is under renovation.

## CONTENTS

	Page
ABSTRACT.....	iv
CONTENTS.....	v
LIST OF TABLES.....	vii
LIST OF FIGURES.....	ix
CHAPTER	
1 INTRODUCTION.....	1
Research background .....	1
Research problem.....	9
Objectives of the study.....	21
Significance of the study.....	21
The limitation of study.....	22
2 HEORETICAL FRAMEWORK.....	23
Review of related literature.....	23
Conceptual framework.....	30
Hypothesis.....	32
3 RESEARCH METHODOLOGY.....	33
Research design/ Methods.....	33
The variables and measurement.....	33
Operational definition of variables.....	36
Sampling design.....	37
Data collection procedures.....	38
Method of data analysis .....	41
4 RESULTS AND DISCUSSION.....	44
Description of research object.....	44
Finding for the research objectives.....	47
PCA (Principal component analysis) .....	58
Analysis result.....	59
Summary.....	64

## CONTENTS (Cont.)

CHAPTER	Page
5 CONCLUSION, IMPLICATION AND SUGESTION FOR THE FUTURE RESEARCH.....	66
Conclusion .....	66
Managerial implication.....	72
Suggestion for the future research.....	75
REFERENCES.....	76
APPENDICES.....	80
APPENDIX A.....	81
APPENDIX B .....	87
APPENDIX C .....	90
APPENDIX D .....	93
APPENDIX E .....	100
BIOGRAPHY.....	104

## LIST OF TABLES

Tables	Page
1 Summary of various research information from the global Islamic economy report 2013.....	8
2 Summary of various definitions of Islamic tourism.....	12
3 The variables and measurements.....	34
4 The Reliability Test Variable X.....	41
5 The Reliability Test Variable Y.....	41
6 Summary of survey questionnaires and questions number.....	42
7 Correlation Pearson table.....	43
8 Respondent by sex.....	45
9 Respondent by martial status.....	45
10 Respondent by citizenship.....	46
11 Respondent by religion.....	46
12 Respondent by knowing Sharia Compliant Hotel.....	47
13 Respondent by experienced staying in Sharia Compliant Hotel.....	47
14 Level influence of lifestyle on motivation to purchase Sharia Compliant Hotel.....	48
15 Lifestyle descriptive statistic.....	50
16 Level influence of features Sharia Compliant Hotel on operation on motivation to purchase Sharia Compliant Hotel.....	51
17 Features Sharia Compliant Hotel on operation descriptive statistic.....	52
18 Level influence of features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel...	53
19 Features Sharia Compliant Hotel on development (design and interior) descriptive statistic.....	54
20 Level influence of features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel.....	55
21 Features Sharia Compliant Hotel on financial descriptive statistic.....	55

## LIST OF TABLES (Cont.)

Tables	Page
22 Level motivation to purchase Sharia Compliant Hotel.....	56
23 Motivation descriptive statistic.....	57
24 Regression test .....	58
25 Multicollinearities test.....	58
26 Correlation Pearson table.....	60
27 Correlation of lifestyle on motivation to purchase Sharia Compliant Hotel in Jakarta.....	60
28 Correlation of features Sharia Compliant Hotel on operations on motivation to purchase Sharia Compliant Hotel in Jakarta.....	61
29 Correlation of features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel in Jakarta..	62
30 Correlation of features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel in Jakarta.....	63
31 Hypothesis summary.....	64
32 Result summary.....	67
33 Level influence of lifestyle on motivation to purchase Sharia Compliant Hotel.....	68
34 Level influence of features Sharia Compliant Hotel on operation on motivation to purchase Sharia Compliant Hotel.....	70
35 Level influence of features Sharia Compliant Hotel on development on motivation to purchase Sharia Compliant Hotel.....	71
36 Level influence of features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel.....	72
37 Demographic summary .....	74



## LIST OF FIGURES

Figures	Page
1 Map of Indonesia.....	1
2 Map of Jakarta.....	2
3 Global Muslim Travel Index (GMTI).....	7
4 Concepts of Sharia Compliant Hotel.....	14
5 Sharia Compliant Hotel on Operations.....	18
6 Sharia Compliant Hotel on Development.....	18
7 Sharia Compliant Hotel on Financial.....	19
8 The Future Muslim Population in the world.....	20
9 The Variables and Indicators.....	31

# CHAPTER I

## INTRODUCTION

### Research background

Spread across a chain of thousands of islands between Asia and Australia, Indonesia has the world's largest Muslim population and Southeast Asia's biggest economy (www.bbc.com, 2015). Indonesia is the largest country archipelago and has the second longest coastline in the world. The land and the sea of Indonesia are a rich and diverse natural environment, and this gives it strong potential for tourism development (United Nation, 2001, p. 43). Beside that Indonesia consists of hundreds of distinct native ethnic and linguistic groups. The largest and politically dominant ethnic group are the Javanese. Indonesia's national motto, "Bhinneka Tunggal Ika" ("Unity in Diversity" literally, "many, yet one"), articulates the diversity that shapes the country. Despite its large population and densely populated regions, Indonesia has vast areas of wilderness that support the world's second highest level of biodiversity. The country has abundant natural resources. According to Baryadi (2012) mentioned and explained that there are two potential things that Indonesia has as the main asset and cannot be compared to another country. They are natural resources and cultural resources. Administratively, Indonesia consist 34 provinces, five of which have special status. The provinces of Aceh, Jakarta, Yogyakarta, Papua, and West Papua have greater legislative privileges and a higher degree of autonomy from the central government than the other provinces. ("Indonesia" In Wikipedia).



Figure 1 Map of Indonesia

The largest city and the nation's capital city of Indonesia is Jakarta. Located on the northwest coast of the island of Java. Jakarta is the capital and largest city of Indonesia. Located on the northwest coast of the island of Java (<http://www.newworldencyclopedia.org/>).



Figure 2 Map of Jakarta

Based on Governor's decision No. 1227 of 1989, an area of Jakarta is 7659.02 km<sup>2</sup>, consisting of land covering an area of 661.52 km<sup>2</sup>, including 110 islands in the Thousand Islands, and a sea area of 6997.50 km<sup>2</sup>. Jakarta consists of five kota or kotamadya (cities/municipalities), each headed by a mayor-and a kabupaten (regency) headed by a bupati (regent). The cities/municipalities of

Jakarta are: Central Jakarta, East Jakarta, North Jakarta, South Jakarta, West Jakarta and the only regency (kabupaten) of Jakarta is: Thousand Islands (<http://jakarta.go.id>). The official metropolitan area, known as Jabodetabek (a name formed by combining the initial syllables of Jakarta, Bogor, Depok, Tangerang and Bekasi), is the second largest in the world, yet the metropolis's suburbs still continue beyond it (Jakarta, 2004)

Commuter is someone who performs an activity work / school / courses outside the Regency / City residence and regularly goes and returns to the residence on the same day. According to commuting in Jakarta and the surrounding areas, commuter Jabodetabek 2014 survey results showed that of the 9.2 million residents of Jakarta who was 5 years old and above, as much as 14.09 percent are commuter population and the remaining 85.91 percent is non-commuting population. A number of commuters in Jakarta conducting work/ school/ courses in the Jakarta area of 1.05 million people, the activities in Bodetabek 249 thousand and outside Bodetabek by 6.1 thousand people. While commuter Bodetabek undertaking activities in Jakarta 1.38 million people (Transportation, 2015). Hence, commuting by residence can be divided into commuter Jakarta, commuter Bodetabek (Bogor, Depok, Tangerang and Bekasi).

Religion in Jakarta, according to data from the city government in 2010, the composition of religious adherents in the city are Islam (85.36%), Protestant (7.54%), Catholics (3.15%), Hindus (0.21%), Buddha (3.13%) and Konghucu (0,06%) (Jakarta, 2004)

The number of tourists arrivals to Jakarta through three entrances (Soekarno-Hatta Airport, Tanjung Priok harbour, and Halim Perdana Kusuma airport) in August 2015 to reach 258.916 visitors, an increase of 43.98 percent compared to a visitor by foreign tourists in July 2015, amounting to 179.825 visitors. Likewise, if compared with foreign tourists visit the same month the previous year, the number of a visitor by foreign tourists in August 2015 increased by 15.33 percent. Ten nationalities became the most visitors to the city of Jakarta for the month of August 2015 are China (34.009 visitor); Malaysia (24.463 visitor); Japan (22.872 visitor); Saudi Arabia (21.626 visitor); Singapore (18.120 visitor); South Korea (11.217 visitor); USA (9467 visitor); Netherlands (7.848 visitor); Germany (7597 visitor) and

India (7375 visitor). Hotel room occupancy in August 2015 reached 57.67 percent, an increase of 0.49 points from the Hotel room occupancy in July 2015, which reached 57.18 percent. Likewise, if compared to the Hotel room occupancy in August 2014, which reached 56.75 percent, the Hotel room occupancy in August 2015 of 0.92 points higher (Transportation, 2015).

As part of the process of rapid growth, the tourism industry has become more diversified, selling better-targeted and more sophisticated products. The bulk of mass tourism is gradually being segmented into such varied submarkets as urban tourism, nature tourism, eco-tourism, adventure tourism, sports tourism, heritage tourism, business tourism, religious tourism, and recently even dark tourism (Gibson & Yiannakis, 2002; Mishara, 2000; Poria, et al., 2001 cited in Weidenfeld, n.d.). In addition to this topical segmentation, the industry is also being further subdivided to cater to the needs of special population groups such as elderly tourists (Abeyraive, 1999; Marvel, 1999; Muller, & O'cass, 2001; Prideux, et al., 2000; Wuest. et al., 1999 cited in Weidenfeld, n.d.), disabled tourists (Abeyraive, 1999; Burnett & Bendr, 2000; Nina & Ryder, 2003 cited in Weidenfeld, n.d.), gay tourist (Forest & Cliff, 1999; Holcomb & Luongo, 1996; Hughes, 2003 cited in Weidenfeld, n.d.) and so on (Ryan & Kinder, 1996 cited in Weidenfeld, n.d.). Likewise, general aspects of tourist needs such as the relationship between psychological urges and tourist role preference patterns for men and women are being investigated (Gibson & Yiannakis, 2002 cited in Weidenfeld, n.d.).

Despite the tourism and hospitality industries are constantly searching for new customer segments and for ways of improving competitiveness, religious aspects in the hospitality product could prove a valuable part of the customer's orientation. There are new trends and developments which gradually pinpoint the emergence of the role of Islam in the region, especially in tourism and hospitality industry. The investment and adoption of business practices and financial-based planning according to the principles of Islam and Sharia. Increasing Muslim concern for products and services that complement their faith has led Moslem scholars to review contemporary knowledge and disciplines. This critically analytical trajectory is termed "Islamization." Based on the belief that Islam is a comprehensive way of life with solutions for all predicaments, the term Islamization consists of a wide variety of

approaches that seek to implement Islamic values into any given scenario seen as problematic by a religious perspective. Islamization has led to increasing awareness among Muslims resulting in the need for Islamic options for their needs as opposed to the majority of options currently available. However, the crux of the problem rests in the question of how to formulate and deliver practical Islamic solutions to these problems (Muhammad, 1989, p. 24 cited in Battour, 2010).

In the study of Islam, Sharia is an Arabic word which means the “path that should be followed by Muslims” (Doi, 1984). Sharia also means that Allah’s complete authority on all believers and who commands all aspects of a Muslim’s life.

Sources of Sharia, There are two main sources of the Sharia: Al-Quran and the Sunnah of Prophet Muhammad (peace be upon him). In addition to Al-Quran and the Sunnah, there are secondary sources of the Sharia such as Ijma (consensus), Qiyas (analogical deduction), Ijtihad (personal reasoning), and Maslaha (public interest). Islamic Sharia is not the product of collective or individual genius. It is not the result of moments of brilliance or years of perfected legislation through years of trial and practice. Sharia is far from human limitation and imperfection. In Islam, it is the divine practical guide to a virtuous life. Sharia is in principal the expression of the teachings of Al-Quran. Al-Quran is the beating heart of Islam. It is Allah’s words to mankind revealed to His last Prophet Muhammad through the archangel Gabriel. Al-Quran is Islam. It is the primary source of Sharia its fountainhead and the indisputable source of divine authority for all Muslims (Edge, 1996, p. XVII cited in Battour 2010). For this reason, the answers to all questions posed to Muslims regarding any issue whatsoever must first be referred to and sought for in Al-Quran.

In relation of Islamic trend tourism today, halal tourism which is an umbrella term for tourism activities and products include Halal food, Halal Airlines, and Halal or Sharia Compliant Hotel. Halal hotels focus on the Halal concepts and the application of such concepts to hotel industry which is also referred to as Islamic Hotels. In order for a hotel to follow or be a Sharia-compliant or halal, it seems essential that most of the existing or even potential facilities such as floors, spa, gym and guest rooms and function rooms be separate for men and women. This might be significantly important at the development stage or process when they are designing floors and their plans of the hotel. Beds and toilets should not be placed in the

direction of Mecca said Rosenberg and Choufany (2009). Neither alcohol nor pork should be served in any of the food and beverage outlets at the hotel and there should be no mini-bar in the rooms Rosenberg and Choufany (2009). Food section and products which are going to be served in restaurants in a hotel have to be halal which are produced or even slaughtered in the name of Allah.

Review of literature differentiated between three hotel categories that go under the Islamic hospitality concept; dry hotels that do not serve alcohol on their outlets, partially Sharia Compliant Hotel that provide a few more Islamic services such as Halal food, prayer rooms, Quran and prayer rugs in each room, and separate facilities for men and women, and fully Sharia Compliant Hotel that have Sharia governing all of its operations from its design, interiors to the hotel's accounts (Henderson, 2003; Weidenfeld, 2005; Okasha, 2010; Ozdemir and Met, 2012; Zulkharnain and Jamal, 2012.). It is important to note that in order to be considered as a fully Sharia Compliant Hotel; it is essential that the operation, design and financial system of the hotel definitely comply with Sharia rules and principles. The hotel facilities operated based on Sharia principles are another indispensable component of Sharia Compliant Hotel. For example, the facilities such as spa, gym facilities, swimming pool, guest and function rooms for male and female should be separated (Rosenberg & Choufany, 2009; Sahida, Khairil, & Yaakob, 2011; Jafari & Scott, 2014).

The world market for Islamic tourism is estimated to be worth \$126 billion, according to a 2012 study by Dinner Standard, a US Company that follows the Muslim lifestyle market. Islamic consumer demand for leisure is rising on a global level. Currently, the estimated the population of Muslims in Europe is around 44 million. According to population projections from the US-based Pew Research Center, by 2030, this figure will have increased by almost a third to just over 58 million. The Muslim population is growing rapidly and especially the people possessing fortunes from oil business are spending more on travel. Among the 7 billion people living on earth, more than 1.8 billion are Muslims and the money spent by Muslim tourists is increasing (Global Muslim Population, 2011 cited in Islam & Karkkainen 2013).



According to Pew Research center, by the year 2030, the Muslim population is expected to increase to 2.2 billion from 1.6 billion in 2010 or an increase from 23.4 percent to 26.4 percent of total world population (Economist, 2011 cited in Mohamed 2013). The increasing number of Muslim population globally is contributing to the new tourism trend which increasing tourism between Islamic countries, developing new tourist destinations and offering more tourism products according to Islamic requirements (Dabrowska, 2004). The growth of Muslim traveler markets contributes to the rise of Islamic tourism which has drawn much attention and growing interest by researchers. Due to increasing number of Muslim tourists, it is very important for destination marketers to develop tourism products based Islamic religious requirements (Battour, Ismail, & Battour, 2010). Sharia Compliant Hotel is one the products which may be developed to cater to this growing market.



Figure 3 Global Muslim Travel Index (GMTI)

Based on global Muslim travel index (GMTI) 2015 Indonesia is number sixth of the top ten Organization of Islamic Cooperation (OIC) destination, its mean Indonesia is favorite country for Muslim traveler. Which is can provide for their need of products and services that complement to their faith as a Muslim.

Indonesia itself has an Islamic tourism potential is enormous, including

1. Endowment factors such as the number of Indonesia's Muslim population of about



88.2% of the total Indonesian population and 12.9% of the total Muslim world;

2. Internalization elements of Sharia tour in social and cultural life of society as an everyday lifestyle trends such as hijab and fashion trends among the Indonesian Muslim women including young people; 3. Increased awareness of Indonesian Muslims as the choice of food, cosmetics, as well as drugs that do not contain alcohol kosher for example; 4. The fact that most of the elements and characteristics of Sharia tour actually runs automatically in the sphere of social life and the world of work, such as the option to use Islamic banking where the mosque or the mosque at tourist sites, shopping malls, hotels, restaurants, and others; Qibla pointer in hotels; the lunch and coffee break in the morning and evening at various seminars allow Muslims to pray mandatory or sunnah.

Table 1 Summary of various research information from the global Islamic economy report 2013

Research Information
Global Muslim spending on travel (outbound) to be \$137 billion in 2012 (excluding Hajj and Ummrah). This expenditure is expected to grow to \$181 billion market by 2018. This market is 12.5 % of global expenditure.
Top Muslim tourism expenditure source countries (US\$ Billion, in 2012):
1. Iran \$ 18.2
2. Saudi Arabia \$ 17.1
3. UAE \$ 10.1
4. Kuwait \$ 7.4
5. Indonesia \$7.2
Fastest growing airports in the world in 2013
1. Istanbul (Turkey) 20.2%
2. Dubai (UAE) 14.7%
3. Kuala Lumpur (Malaysia) 10.3%
4. Incheon (South Korea) 10.3%
5. Jakarta (Indonesia) 10.3%

Based on research information from the global Islamic economy 2013 firstly Muslim traveler spending is expected increasing from \$137 billion in 2012 (excluding Hajj and Ummrah) to \$ 181 billion in 2018. This around 12.5% from global tourist expenditure. Indonesia is number fifth for Muslim tourism expenditure including accommodation, food and drinks, transport, and other activities which is around 7.2 billion US dollar. And Soekarno-Hatta international airport in Jakarta is number fifth the fastest growing airport in the world, around 10.3% growth in comparison around the world.

Sharia or Halal tourism tourist according to the Regulation of the Minister of Tourism and Creative Economy Indonesia N0. 2 2014 is a concept that integrates the values of Sharia into tourism activity by providing facilities and services in accordance with the provisions of Sharia, is one of the latest tourism trends.

## **Research problem**

### **Problem identification**

The problems that this management project will try to address is The Correlation of Lifestyle and Features on motivation to purchase Sharia Compliant Hotel in Jakarta. The establishment of Sharia Compliant Hotel using a conceptual framework developed specifically to expose the factors required for any Muslim country to be successful in today's highly competitive hospitality market.

Director General of Marketing Tourism, Esthy Reko Astuti said that evolving and promoting business services in hotels, restaurants and travel tours in tourism are really potential. This will achieve the ability of developed tourism for Muslim tourists in the Middle East. It specifically focuses on countries which the majority citizens are Muslim in the Middle East because their economy is growth up rapidly in the middle of economic recession of Europe and United State (2013).

LSU Tourism announced that the implementation of Shariah in a hotel business is profitable, moreover, the segmented Shariah is more popular and becoming the lifestyle of Muslim people today. The Chairman of Shariah Hotel and Restaurant Association, Riyanto Sofyan tells to Mi'raj Islamic News Agency (MINA) that the number of sales increases and the average level of occupancy reach seventy until eighty percent (2014).

### 1. Islamic tourism

Tourism is linked to a number of characteristics in Islam. A number of the research have given highlight on how Islam supported the various activities of tourism to boost religious and social purposes. Islam also encourages the Muslim to search for the beauty from the creation of Allah all over the world through traveling. Din (1989) emphasizes that tourism activities and policies would be affected by religion in the entire Islamic countries, concluding that travel volume is rather low.

The traditionally close linked between tourism and religion has represented a strong motivation to travel. Tourist attractions that are most important and followed by Muslims are such as the religious buildings, ceremonies, festivals and occasions associated by religious. (Henderson, 2003)

There is no definitive definition of what constitute an Islamic Tourism. Duman (2011) notes that previous definitions of Islamic Tourism give reference to; the participants of the activity (Muslims), the locations of the activity (i.e. Islamic destinations, countries), the dimensions of the activity (i.e. economic, cultural, religious dimensions), the products offered to the markets (i.e. accommodation facilities, trips, food and beverage), and the management of the service production process (i.e. marketing and ethics)

Henderson (2010) distinguishes between Islamic Tourism, non-Islamic Tourism, and un-Islamic (anti-Islamic) Tourism. Henderson (2010) defines Islamic Tourism as all product development and marketing efforts designed for and directed at Muslims, even without completely religious motivations.

Ala Hamarneh (2011) defines Islamic Tourism as an economic, cultural and religious (conservative) concept. Shakiry (2006), on the other hand, refer to Islamic Tourism as any form of tourism that does not go against Islamic values. Hassan (2004 in Mohamed 2013) asserts that Islamic Tourism is a new moral dimension of tourism based on acceptable values, ethical and divine standard. Hassan (2007 cited in Mohamed, 2013) adds that Islamic Tourism is the type of tourism that adheres to the values of Islam. Dogan (2010 cited in Mohamed, 2013) offers a narrower interpretation in that Islamic Tourism covers tourism activities by Muslims in seaside destinations for the purposes of relaxation and entertainment in hospitality enterprises that apply Islamic principles.

Din (1989, p. 552) talked about the role of travel and tourism in Islam. He argues that travel in Islam is a purposeful (goal-oriented) activity and motivations are at the center of the activity. As deeds, in Islam, are valued according to intentions (Sahih Al-Bukhari, 2011 cited in Mohamed 2013), consequently Muslims travel to achieve physical, social and spiritual goals. Therefore, tourism in Islam are goal-oriented activities that originate from Islamic motivations (e.g. acting in the cause of God (fi-sabilillah), submission to the ways of God, realization God is the Greatest and ruler over man, and encouraging and strengthening the bond of sillaturrahim (Muslim fraternity) (Din, 1989).

From this perspective, Duman (2011) proposed to define Islamic Tourism as, “All tourism activities by Muslims that originate from Islamic motivations and are realized according to Sharia principles.” Applying this definition to the WTO definition, Duman (2011) defines Islamic Tourism as Muslim who are traveling to and staying in places other than their normal situation for less than twelve months motivated purely by their sense of obedience as servants of Allah, the All Mighty.

Islamic tourism can also be defined in the context of an economic activity. Categorization of tourism-related goods and services that are designed, produced and presented to the markets according to Islamic rules (Sharia) can be considered under halal tourism. Such use of the terminology is already common in daily usage such as halal trips, halal hotels, halal airlines and halal food etc. (Hassan, 2008 cited in Mohamed 2013).

Definition of Islamic Tourism given by the Islamic Tourism Center (ITC) Malaysia is that “Any activity, event, experience or indulgence, undertaken in a state of travel that is Islamically compliant, with the purpose to interface within an Islamic framework, with one or all of the following; history, arts, culture, heritage, way of life, economy, health, education and any other human interests.”

Islamic Tourism focuses on such issues such as engagement (by Muslims), places (Islamic destinations), products (residential places, foods, and beverage), dimensions (economic, cultural, religious, etc.), and managing service processes (marketing and ethical issues). Motivations and intentions are remarkably important in Islam since they are related to attitudes and their outcomes (Ala-Hamarneh, 2011;

Hassan, 2007; 2004; Henderson, 2010). The following table 2 is the summary of various definitions from some literature of Islamic Tourism:

Table 2 Summary of various definitions of Islamic tourism

<b>Authors</b>	<b>Definitions</b>
Henderson (2010)	All product development and marketing efforts designed for and directed at Muslims. Motivations are not always or entirely religious. Participants could be pursuing similar leisure experiences to non-Muslims, albeit within parameters set by Islam, and destinations are not necessarily locations where Sharia or full Islamic law is enacted.
Ala-Hamarneh (2011)	<p>The economic concept for Islamic Tourism is an extension and expansion oriented concept which focuses on the importance of intra-Muslim and intra-Arab tourism in terms of inclusion of new tourist markets and tourist destinations.</p> <p>The cultural concept for Islamic Tourism includes visions and ideas that outline the inclusion of Islamic religious-cultural sites in tourism programs with “pedagogical” and self-confidence-building elements.</p> <p>The religious-conservative concept for Islamic Tourism has not yet been theoretically articulated. But various opinions and remarks in the discussions on the future of tourism in the Arab and Islam worlds as well as some practices of hotel’s managements indicate that articulations and implementations are just a matter of time.</p>
Henderson (2009)	Tourism mainly by Muslims, although it can extend to unbelievers motivated to travel by Islam, which takes place in the Muslim world.

Table 2 (Cont.)

Authors	Definitions
Shakiry (2006)	The concept of Islamic Tourism is not limited to religious tourism, but it extends to all forms of tourism except those that go against Islamic values.
Hassan (2007)	In its narrow sense, it may mean “Religious Tourism” (visiting shrines all over the Islamic World). But in its wide sense, it is the type of tourism that adheres to the values of Islam. Most of these values are shared with other religious and non-religious beliefs (for example the ethical code promoted by World Tourism Organization). It calls for respect for local communities and the local environment, benefiting the locals, decency and learning about other cultures.
Hassan (2004)	Islamic Tourism means a new ethical dimension in tourism. It stands for values generally accepted as high standards of morally and decency. It also stands for the respect of local beliefs and traditions, as well as care for the environment. It represents a new outlook on life and society. It brings back values to the central stage in an age where consumerism is rife and everything is available for use and abuse in the most selfish way. It also encourages understanding and dialogue between different nations and civilizations and attempts to find out about the background different societies and heritages.
Dogan (2010)	Islamic Tourism covers tourism activities by Muslims in seaside destinations for the purposes of relaxation and entertainment in hospitality enterprises that apply Islamic principles.

## 2. Sharia Compliant Hotel

Sharia Compliant Hotel concept is developing into a unique niche market that is quickly becoming highly attractive throughout the Middle East. Some of the main influences identified behind the success of this concept are the growing availability of Sharia compliant funds and the increase in intra-regional within the region of the Middle East & North Africa (MENA). The concept is not new, as most hotels developed in Saudi Arabia are Sharia-Compliant. However, the introduction of the concept elsewhere has drawn much attention and growing interest (Rosenberg & Choufany, 2009). In order for a hotel to be considered a Sharia Compliant Hotel, it is important to note that the hotel must first comply the requirements that are underlined by some of the industry practitioners and analysts.





 <p>Serving halal food only</p>	 <p>No alcohol beverages in the premises</p>
 <p>Al Quran and prayer mat available in the room</p>	 <p>Separate Swimming pool for man and woman</p>

Figure 4 Concepts of Sharia Compliant Hotel









 <p>Separate gym for men and women</p>	 <p>Furniture furnished according to Islamic architecture</p>
 <p>Direction of bed should not face the Qibla</p>	 <p>Direction of Qibla available in the room</p>
 <p>No nightclub</p>	 <p>No mini bar in room</p>
 <p>Muslim dress code</p>	 <p>Hotel development and operations are finance by Islamic financial arrangement and follow zakat principles</p>

Figure 4 (Cont.)






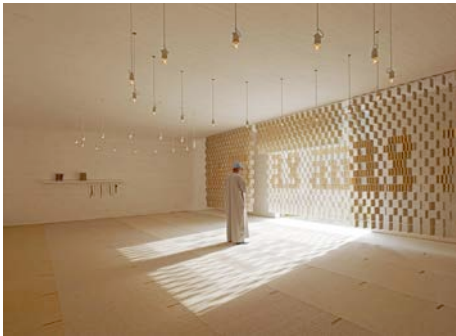
 <p>Bidet available in toilet and the position of toilet bowl should not face the qibla</p>	 <p>Separate floors for single man, single woman and families. Male staff serve male customer only and vice versa</p>
 <p>Separate event hall for man &amp; women guest</p>	 <p>Prayer room available in hotel</p>

Figure 4 (Cont.)

The hotel sector is defined as the establishments that provide accommodation and other related facilities to guests (Hayes & Ninemeir, 2007). Shamim (2009) defines Sharia Compliant Hotel as a hotel that provides services in accordance to the Sharia principles. The Sharia Compliant Hotel is an all-inclusive concept from construction to an operation that is guided by the Sharia principles. The concept goes beyond the serving of halal food and beverages and the prohibition of alcohol and immoral activities. It includes the provision for a Muslim's facilities, such as a prayer hall or area, qibla indicator, segregated recreational facilities for the

opposite sexes. Such requirements are essential for the creation of a halal environment that is safe and salubrious to patrons.

Sharia Compliant Hotel defined by Muhammad 2009 (in Mohamed 2013) is when services offered and financial transactions are established completely on the principles of Sharia and not only restricted to serving halal food and beverages but to implement all factors that have been considered for environment, health, safety, and the economic benefits of all mankind, irrespective of race, faith, or culture.

Sharia Compliant Hotel are a relatively a new concept that has become attractive in recent years especially throughout the Middle East. Sharia Compliant Hotel common features are:

1. A family-friendly environment and culturally enriching experience
2. Design and interiors to reflect Islamic culture
3. Financial operations based on Islamic regulations
4. Operations, services, and amenities in line with Islamic values and regulations

Rosenberg and Choufany (2009), divided the Sharia Compliant Hotel into three divisions specifically on operations, design & interior and financial. This was further bought by other scholars who added few other minimum requirements for the Sharia Compliant Hotel (Stephenson, Russell, & Edgar, 2010 cited in Mohamed, 2013). Rosenberg and Choufany (2009) explain that in order for a hotel to be fully Sharia-Compliant, it needs to have segregated facilities for male and female guests and the prohibition of immoral places of entertainment such as bars and night clubs. This has to be taken into consideration in the design and development stage of the hotel. Along with the provision of halal food and beverages, the prohibition of alcohol and other non-halal food, other requirements include that beds and toilet bowls should not be placed in the direction facing the qibla. The Sharia Compliant Hotel Operations and Sharia Compliant Hotel Development are shown in Figure 5 and Figure 6 respectively

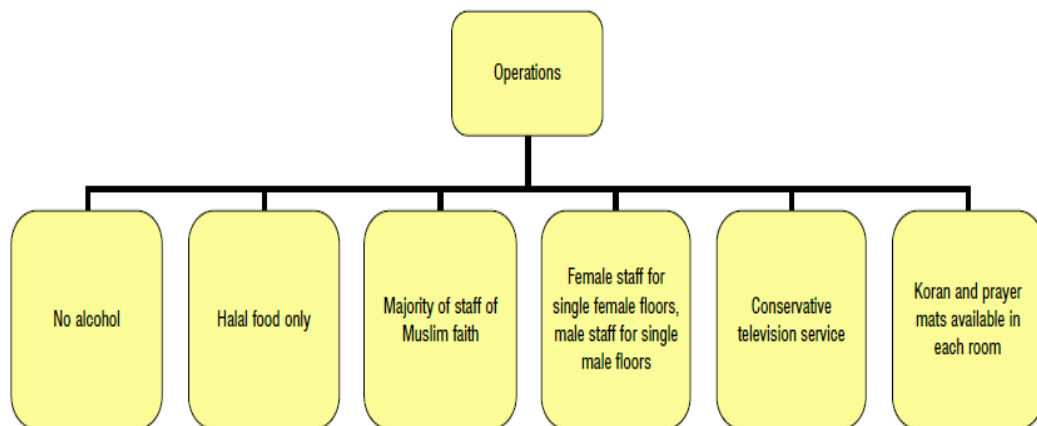


Figure 5 Sharia Compliant Hotel on operations (Rosenberg & Choufany, 2009)

Rosenberg and Choufany (2009), Sharia Compliant Hotel on Operation are no alcohol, halal food only, the staff are mainly Muslim, segregation of male and female staff at segregated floors, conservative TV service and Quran & prayer mats available in each room).

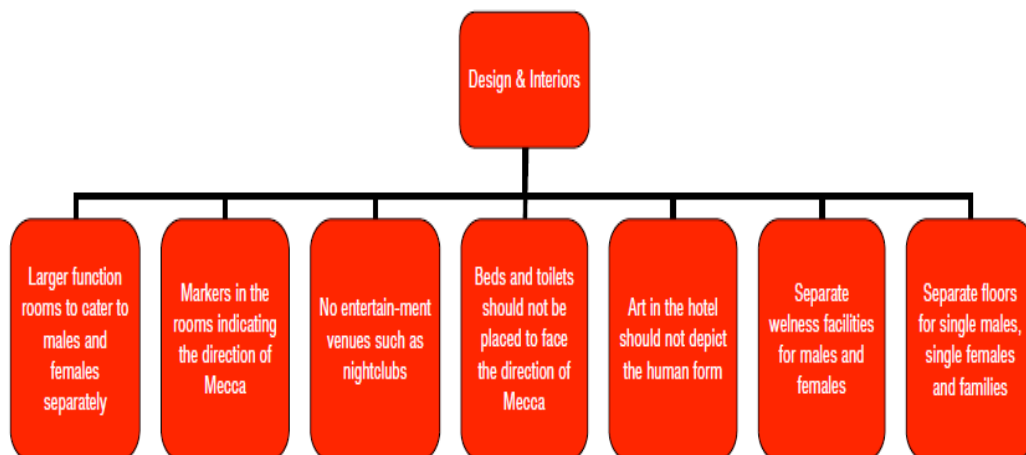


Figure 6 Sharia Compliant Hotel on development (Rosenberg & Choufany, 2009)

Rosenberg and Choufany (2009), Sharia Compliant Hotel on Development Design & Interior are separate function halls for males and females, markers in the room indicating the direction of Mecca, no entertainment venues such as night club,

position of beds and toilets should not face the direction of Mecca, art in the hotel should not depict the human form, separate wellness facilities for males and females and Separate floors for single male, single females and families.

The development and operations of the hotel should also be financed through financial that complies with the principles of Sharia as shown in Figure 7 below.

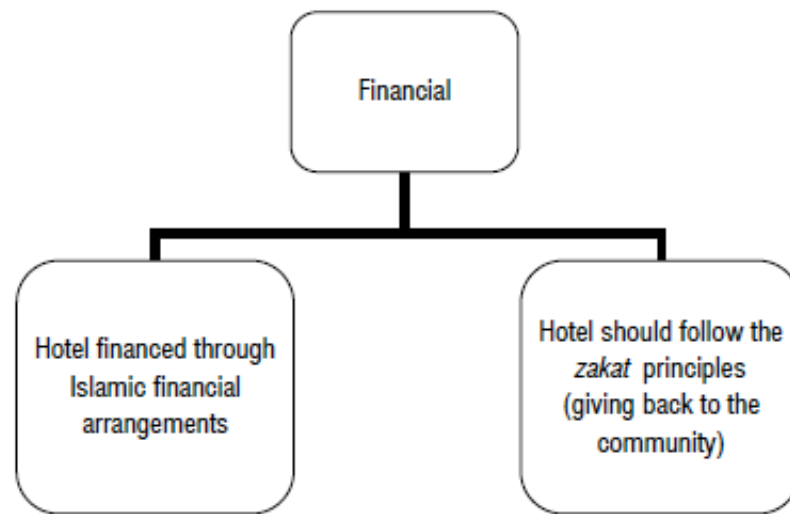


Figure 7 Sharia Compliant Hotel on financial (Rosenberg & Choufany, 2009)

Rosenberg and Choufany (2009). Sharia Compliant Hotel on financial are hotel financed through Islamic financial arrangement and hotel should follow the zakat principles (giving back the community).

The growth in Islamic finance in recent years and the availability of Sharia compliant financing is attracting the development of the Sharia Compliant Hotel and other Sharia compliant projects. The recent global financial crises have served to further increase the attractiveness of Islamic finance, as the sector was less affected the crises than traditional finance sectors (Rosenberg & Choufany, 2009).

### 3. The increasing of Muslim population

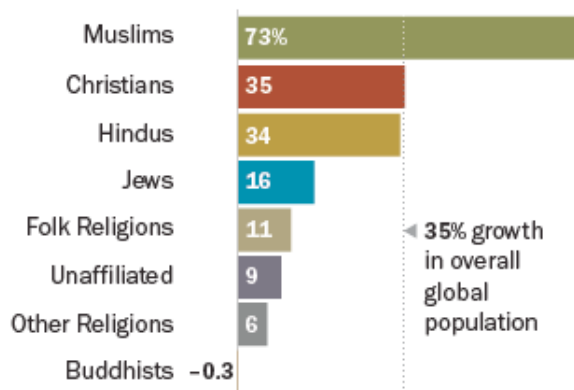
The expected growth of Islam around the world is perhaps the most striking finding in the recent Pew Research Center report projecting the future of religious groups. Indeed, Muslims will grow more than twice as fast as the overall world

population between 2010 and 2050 and, in the second half of this century, will likely surpass Christians as the world's largest religious group. While the world's population is projected to grow 35% in the coming decades, the number of Muslims is expected to increase by 73%-from 1.6 billion in 2010 to 2.8 billion in 2050. In 2010, Muslims made up 23.2% of the global population. Four decades later, they are expected to make up about three-in-ten of the world's people (29.7).

### Islam Growing Fastest

*Muslims are the only major religious group projected to increase faster than the world's population as a whole.*

#### Estimated change in population size, 2010-2050



Source: The Future of World Religions: Population Growth Projections, 2010-2050

PEW RESEARCH CENTER

Figure 8 The future Muslim population in the world

Indonesia is constitutionally a secular state (but the government officially recognizes only six formal religions), with Islam being the dominant religion in the country. Indonesia also has a larger Muslim population than any other country in the world, with approximately 202.9 million identifying themselves as Muslim (87.2% of Indonesia's total population in 2011). (Wikipedia, 2004).

### **Problem statement**

The motivation behind of this project is based on Sharia tourism industry in Jakarta. The research project will, therefore, seek to explore and investigate the following:

1. To analyze and discusses the influence lifestyle of customer and features of the hotel, against the decisions to purchase of Sharia Compliant Hotel.
2. To study lifestyle of customer is related on motivation to purchase Sharia Compliant Hotel in Jakarta.
3. To study features on operations of the hotel is related on motivation to purchase Sharia Compliant Hotel in Jakarta.
4. To study features on development (design and interior) of the hotel is related on motivation to purchase Sharia Compliant Hotel in Jakarta.
5. To study features on financial of the hotel is related on motivation to purchase Sharia Compliant Hotel in Jakarta.
6. To study and evaluate the demand for Sharia Compliant Hotel.

### **Objectives of the study**

This study generally seeks to determine how the lifestyle of customer and features of the hotel are related on motivation to purchase the Sharia Compliant Hotel. The research is aimed to a guest of the Sharia Compliant Hotel in Indonesia. These are several objectives of the study:

1. To study the correlation between lifestyle of customer and features of the hotel against the motivation to purchase of Sharia Compliant Hotel.
2. To study the demand for Sharia Compliant Hotel.

### **Significance of the study**

The benefits of this research are:

1. As the input to the hotel industry to make the appropriate strategy in development to support their business.
2. As the knowledge and information about the demand for Sharia Compliant Hotel.

3. As the knowledge and information about a guest profile on Sharia tourism industry.
4. As the reference to the researcher for further similar research about sense of Sharia Compliant Hotel.

### **The limitation of the study**

In order more focus to the problem that researcher going to study and makes a deeper explanation, so the limitations of this research are that the respondent or informant that will become a source of primary data will be a lifestyle of customer and features of the hotel from Sharia Compliant Hotel. So that focus of the study will analyze about the lifestyle of customer and features of the hotel.

## **CHAPTER 2**

### **THEORETICAL FRAMEWORK**

#### **Review of related literature**

##### **Consumer behavior**

Schiffman and Kanuk (2010, p. 07) “Consumer behavior is the term consumer behavior that consumer display in searching for, purchasing, using, evaluating, and disposing of product and services that they expect will satisfy their needs”. Schiffman and Kanuk (2008) defined consumer behavior “as the behavior that consumers display in searching for, purchasing. using, evaluating and disposing of products, services and ideas which they expect will satisfy their needs”. Consumer behavior is the way an individual acts while obtaining and using goods and services. This act involves a decision process and the individual, in turn, is influenced by his personal characteristics and environmental factors. According to Kotler and Armstrong (2012, p. 133), consumer buyer behavior refers to the buying behavior of final consumers individuals and households that buy goods and services for personal consumption.

Engel, Blackwell, and Miniard (1995, p. 4) defined consumer behavior as “those activities directly involved in obtaining, consuming, and disposing of products and service, including the decision processes that precede and follow these actions”. Moreover, Schiffman and Kanuk (1997) mentioned that consumer behavior is “the behavior that consumers display in searching for purchasing, using, evaluating and disposing of product, service and idea which they expect will satisfy their needs”. Therefore, knowing the factors which influence the buying behavior could increase the sales volume. The consumer behavior is an important factor to indicate the decision-making process in buying a house. Moreover, the buying behavior is influenced by both internal and external factors. The internal factors comprised of motivation, perception, consumer resources, knowledge, attitudes, personality, values and lifestyle (Engel, Blackwell, & Miniard, 1995). Cultural background, social class, personal influence, reference group and situation also influence the decision-process behavior. Reference group could be assembled into three components, that is family,



friends and colleagues. The cultural environment consists of institutions and other forces that affect a society's basic values, perceptions, preferences, and behaviors. People grow up in a particular society that shapes their basic beliefs and values. They absorb a worldview that defines their relationships with others. The following cultural characteristics can affect marketing decision making (Kotler & Armstrong, 2012, p. 86).

### **Lifestyle**

Kotler (2007,) states that choices of product made by consumers are depending on the mixture of attributes for certain products that best matches the customer's requirement in terms of which the dimension of value, product cost and previous satisfaction. In considering the attributes of the product, whichever essential attributes that bring basic benefits required by customers or supplementary or attributes that are peripheral which provide additional benefits and are significant in providing differentiation and added-value (Zikmund & d'Amico, 1993; Fuller, 1999). Hence, the customer's lifestyle towards their possibility to stay in Sharia Compliant Hotel is depending on the attributes of the products and services offered that matches with what they want and what potential benefit they will get from staying in such hotel.

The term "lifestyle" stems from the fields of psychology and sociology, referring to a person's particular way of living, and has been used primarily for examining the living patterns and mobility of the various social classes (Bei, 2000 cited in Lin et al., 2012). Lazer (1963 cited in Lin et al., 2012) defined lifestyle as a the systemic concept, attributing this special model to the gathering of people and their development in a dynamic society. In addition, lifestyle also lays emphasis on values and actions in a social culture and is usually used to describe a consumer's way of living (Wells & Prensky, 1996 cited in Lin et al., 2012). Plummer (1974 cited in Lin et al., 2012) reckoned that, in a single system, lifestyle can be differentiated into two concepts, one being the model of lifestyle and the other being market segmentation, and that, in order to understand lifestyle segmentation, every element in the system under investigation, such as activities, interests, opinions and demographic variables, can be used to understand the overall market. Bei (2000 cited in Lin et al., 2012) pointed out that two methods for applying lifestyle to market segmentation

exist-general lifestyle research and specific lifestyle research. General lifestyle research focuses on the personal activities, interests and opinions of consumers in their daily lives, whereas specific lifestyle research emphasizes the responses of consumers pertaining to a particular product.

Meanwhile, according to Assael (1995, p. 373) lifestyle is defined as "a mode of living that is identified by how people spend reviews their time (activities), what they consider important in their environment (interest), and what they think of themselves and the world around them (opinions). Religion is a system of beliefs and practices by which a group of people interprets and responds to what they feel is supernatural and sacred (Johnstone, 1975). Most religions prescribe or prohibit certain behavior including consumption behavior. Thus, in Islam it is clearly stated that halal foods, drinks and products are permissible but non-halal is forbidden for human consumptions. Schiffman and Kanuk (1997) assert that members of different religious groups' purchasing decisions are influenced by their religious identity, orientation, knowledge and belief. Bei (2000) pointed out that two methods for applying lifestyle to market segmentation exist-general lifestyle research and specific lifestyle research. General lifestyle research focuses on the personal activities, interests and opinions of consumers in their daily lives, whereas specific lifestyle research emphasizes the responses of consumers pertaining to a particular product.

### **Features**

Kotler and Armstrong (2008, p. 272) explains that these benefits are communicated and delivered by product attributes such as quality, features, style and design. Features according to Kotler and Armstrong (2008, p. 273) is defined as a means of features are a competitive tool for differentiating the company's products from competitor's product. Being the first producer to introduce a valued new feature is one of the most effective ways to compete. Most of the products offered by the different features can supplement the basic functions of the product (Kotler & Keller, 2007, p. 10).

A common way to enhance and differentiate a product is by increasing its number of features (Goldenberg et al., 2003; Mukherjee & Hoyer, 2001; Nowlis & Simonson, 1996 cited in Hamilton et al., 2005), Consumers seem to use added features in an instrumental reasoning process that makes the brand with more features

appear superior in a choice set (Brown & Carpenter, 2000 cited in Hamilton et al., 2005). Although these inferences have been demonstrated to occur for both irrelevant and important attributes (Brown & Carpenter, 2000 cited in Hamilton et al., 2005).

Sharia Compliant Hotel which is different from normal Hotel. The differences involve most of overall hotel features which include room concept, facilities offered, food and beverage, Kitchen, Housekeeping and workers dress code. This different concept create tourist attention to gain new experience in their vacation. Sharia Compliant Hotel can be defined as a hotel that provides services in accordance to the Sharia principles (Shamim Yusuf, 2009). Having the standard for Sharia Compliant Hotel is significant because it will boost customer confidence that the practice of Hotel is Sharia Compliant all the time whether in its product, instrument, operation, practice, management etc. (Sabtu, 2012).

Rosenberg and Choufany (2009), divided the Sharia Compliant Hotel into three divisions specifically on operations, design & interior and financial. Operation (No alcohol, Halal food only, The staff are mainly Muslim, Segregation of male and female staff at segregated floors, Conservative TV service and Quran & prayer mats available in each room). Development Design & Interior (Separate function halls for males and females, Markers in the room indicating the direction of Mecca, No entertainment venues such as night club, Position of beds and toilets should not face the direction of Mecca, Art in the hotel should not depict the human form, Separate wellness facilities for males and females and Separate floors for single male, single females and families). Financial (Hotel financed through Islamic financial arrangement and Hotel should follow the zakat principles (giving back the community)).

### **Motivation**

Motivation receives a great deal of attention from tourism academics, given its importance in marketing decisions such as segmentation, product development, advertising and positioning (Bieger & Laesser, 2002 cited in Cohen et al., 2013). Several theories or models have been developed to explain motivation (Gnoth, 1997; Hsu et al., 2010 cited in Cohen et al., 2013) and early studies such as those of Plog's (1974 cited in Cohen et al., 2013) 'allocentric2psychocentric', Dann's (1977 cited in Cohen et al., 2013) 'push2pull', Pearce's (1988 cited in Cohen et al., 2013) 'travel

career ladder' and Ross and Iso-Ahola's (1991 cited in Cohen et al., 2013) 'escape seeking' are instrumental. Pearce and Lee (2005 cited in Cohen et al., 2013) reaffirm the findings of previous studies that tourist push motivations are four-fold in nature (novelty seeking, escape/relaxation, kinship/relationship enhancement and self-development). Gnoth (1997 cited in Cohen et al., 2013) specifically distinguishes between motives and motivations, arguing that the former is the tourist's lasting disposition, recurring with cyclical regularity (behaviorist approach), and the latter indicates object-specific preferences (cognitivist approach). However, it can be argued that tourist motivation is characterized neither by a behaviorist nor by a cognitivist approach but rather by a combination of both (McCabe, 2000 cited in Cohen et al., 2013). Accordingly, to date a theoretically robust conceptualization of motivation remains elusive (White & Thompson, 2009 cited in Cohen et al., 2013) and researchers continue to treat the two concepts as one and the same. The push-pull approach remains the most widely applied for explaining motivations, given its simplicity and intuitive approach (Klenosky, 2002 cited in Cohen et al., 2013). This process is moderated by factors such as involvement, imagery and emotions (Goossens, 2000; White & Thompson, 2009 cited in Cohen et al., 2013). The push-pull approach is often used for market segmentation purposes with the aim of profiling visitors. Similarly, the influence of demographic and travelling characteristics on motivations is thoroughly investigated (Kim & Prideaux, 2005; Kozak, 2002; Lau & McKercher, 2004 cited in Cohen et al., 2013). In recent years, an emerging research strand explores how motivation influences pre-visit factors such as expectation and attitudes (Hsu et al., 2010 cited in Cohen et al., 2013) and post-visit factors such as loyalty (Yoon & Uysal, 2005 cited in Cohen et al., 2013). Also, given that the motivations of the pleasure travel market are well researched, authors are exploring the motivations of other prominent niche markets such as backpacker tourism (Maoz, 2007 cited in Cohen et al., 2013), wine tourism (White & Thompson, 2009 cited in Cohen et al., 2013), events (Nicholson & Pearce, 2001 cited in Cohen et al., 2013), culture and heritage tourism (Poria et al., 2006 cited in Cohen et al., 2013), battlefield and dark tourism (Hyde & Harman, 2011; Kang et al., 2012 cited in Cohen et al., 2013), rural tourism (Devesa et al., 2010 cited in Cohen et al., 2013), volunteer tourism (Chen & Chen, 2011 cited in Cohen et al., 2013), cruise tourism

(Hung & Petrick, 2011 cited in Cohen et al., 2013), adventure and eco-tourism (Buckley, 2012; Kerstetter et al., 2004 cited in Cohen et al., 2013) and medical tourism (Ye et al., 2011 cited in Cohen et al., 2013). In addition, many of the earlier models or theories of tourist motivation are either conceptual or tested on small samples (Swarbrooke & Horner, 2004 cited in Cohen et al., 2013). More recently, some studies (Pearce & Lee, 2005; Snepenger et al., 2006; Tran & Ralston, 2006 cited in Cohen et al., 2013) empirically test or extend the validity of such models and theories. They generally conclude that the original theories and models are still valid and applicable to pleasure-seeking tourists mainly. For example, Snepenger et al. (2006 cited in Cohen et al., 2013) test the validity of Iso-Ahola's (1982 cited in Cohen et al., 2013) motivation theory and conclude that the four-factor structure (i.e. personal seeking, personal escape, intrapersonal seeking and intrapersonal escape) operates as a salient intrinsic motivation for tourism behaviour but differences in motivation are notable between tourism and recreation experiences. Volunteer tourists, for example, can be motivated by other factors such as altruism (Chen & Chen, 2011 cited in Cohen et al., 2013).

Push-pull theory has been widely used in previous studies to explain motivation (e.g. Baloglu & Uysal, 1996; Cha et al., 1995). Push factors describe the drive for an individual to participate in touristic activities or the internal "igniter" that propels the tourist to travel outside of his/her everyday environment (Crompton, 1979). Pull factors, on the other hand, are the forces that attract tourists to choose a specific tourism product or service (Cha et al., 1995; Crompton, 1979). More details of push and pull factors are discussed as follows. Crompton (1979) first identified push motives (escape, self-exploration, relaxation, prestige, regression, kinship-enhancement, and social interaction) and pull motives (novelty and education). Since Crompton's initial empirical efforts, many studies have attempted to determine push and pull motivational factors in different settings (e.g. Cha et al., 1995; Yuan & McDonald, 1990; Zhang & Lam, 1999). Some well-identified push factors include push motives such as knowledge-seeking, relaxation, family togetherness. Pull factors consider the natural and historic environment, cost, facilities, safety, and accessibility. Motivation is perhaps best described as 'psychological/biological needs and wants, including integral forces that arouse, direct and integrate a person's behaviour and

activity' (Yoon & Uysal, 2005 cited in Cohen et al., 2013). Tourists are pushed by their biogenic and emotional needs to travel and pulled by destination attributes (Yoon & Uysal, 2005 cited in Cohen et al., 2013).

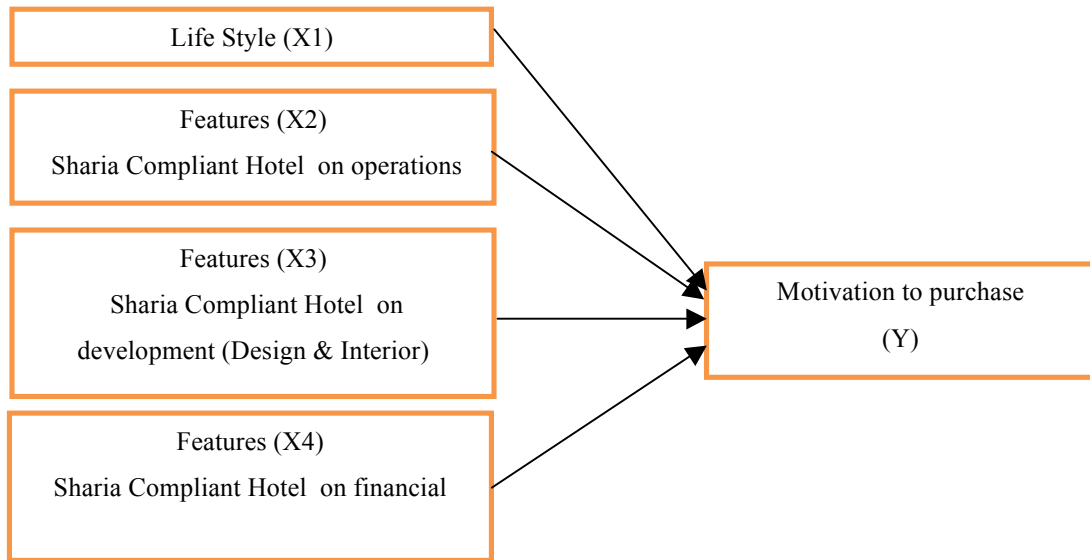
### **Purchase decision**

The processes involved in consumer behaviour decision-making require the use of models rather than definitions alone to understand their complexity (Swarbrooke & Horner, 2004 cited in Cohen et al., 2013). Traditionally, consumer behaviour research has been influenced by research outside tourism, notably the classical buyer behaviour school of thought (Decrop & Snelders, 2004; Sirakaya & Woodside, 2005 cited in Cohen et al., 2013). The offspring of this school of thought, whether the grand models of consumer behaviour (Engel, Kollat, & Blackwell, 1968; Howard & Sheth, 1969) or tourism consumer behaviour models (Mathieson & Wall, 1982; Wahab, Crompton, & Rothfield, 1976 cited in Cohen et al., 2013) view consumers as rational decision-makers. One of the main assumptions of these models is that decisions are thought to follow a sequence from attitude to intention to behaviour (Decrop, 2010; Decrop & Snelders, 2004 cited in Cohen et al., 2013).

Rong (1999 cited in Lin et al., 2012) regarded consumer decision as the choice being made by the consumer following a careful assessment of the available options, which were made apparent by the information collected from many sides after having a clear goal in mind. Assael (2004) proposed that, as shown by related research, the decision-making process involves five stages: problem recognition, information search, alternative evaluation, choice, and outcome. Peter and Olson (2004 cited in Lin et al., 2012) pointed out that consumer decisions are target-oriented, and that consumers always need to make choices regarding the different decisions during the process of problem-solving. Kotler and Armstrong (2008, p. 129) defines the purchase decision as a process in which consumers recognize the problem, seeking information about a particular product or brand and evaluate how well each alternative can solve the problem which then leads to a purchase decision. In a model of consumer behavior Kotler (2007, p. 226) there are 6 decisions made by consumers, the product choice, brand choice, the choice of dealers, the number of purchases, the right moment to make a purchase, and payment methods.

## **Conceptual framework**

This study intends to explore the influences of lifestyle and features on their purchase decision-making. Based on Kotler and Armstrong (2008, p. 129), the purchase decision as a process in which consumers recognize the problem, seeking information about a particular product or brand and evaluate how well each alternative can solve the problem which then leads to a purchase decision. And Duman (2011) proposed to define Islamic Tourism as, “All tourism activities by Muslims that originate from Islamic motivations and are realized according to Sharia principles.”



Variable	Indicator
Demographic	Gender, Marital status, Nationality and Religion
Lifestyle	Lifestyle to market segmentation exist
Features Sharia Compliant Hotel Operations	1. No alcohol 2. Halal food only 3. The staff are mainly Muslim 4. Segregation of male and female staff at segregated floors 5. Conservative TV service 6. Quran & prayer mats available in each room
Features Sharia Compliant Hotel Development (Design & Interior)	1. Separate function halls for males and females 2. Markers in the room indicating the direction of Mecca 3. No entertainment venues such as night club 4. Position of beds and toilets should not face the direction of Mecca 5. Art in the hotel should not the depict the human form 6. Separate wellness facilities for males and females 7. Separate floors for single male, single females and families
Features Sharia Compliant Hotel Financial	1. Hotel financed through Islamic financial arrangement 2. Hotel should follow the zakat principles (giving back the community)
Motivation to Purchase	Push & Pull Motivation pushed by their biogenic and emotional needs to travel and pulled by destination attributes

Figure 9 The variables and indicators



## **Hypothesis**

Based on the study of theoretical and empirical amended previously, then the hypothesis proposed in this study are as follows:

H1: There is the influence of lifestyle on motivation to purchase Sharia Compliant Hotel;

H2: There is the influence of features Sharia Compliant Hotel on operations on motivation to purchase Sharia Compliant Hotel;

H3: There is the influence of features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel;

H4: There is the influence of features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel;

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **Research design/ Method**

The study was conducted to provide the author a better understanding on how to establish a Sharia Compliant Hotel at Jakarta in relations the influence lifestyle of customer and features of the hotel are related to the motivation to purchase of Sharia Compliant Hotel. The questionnaires were distributed during period 1<sup>st</sup> May 2016 until 31<sup>st</sup> May 2016 or 1 month research. From both within Jakarta (domestic travelers) and also the foreigners (international travelers which include foreigners residing/working at Jakarta) in order to get a balance and reliable understanding and representations of the current demand towards the Sharia Compliant Hotel. Based on the aims of this study so that the type of study is correlational study, Kumar (2011) said that the main emphasis in a correlational study is to discover or establish the existence of a relationship/ association/ interdependence between two or more aspects of situations.

#### **The variables and measurement**

Schifman and Kanuk (2010, p. 7) “Consumer behavior is the term consumer behavior that consumer display in searching for, purchasing, using, evaluating, and disposing of product and services that they expect will satisfy their needs”. According to Kotler and Armstrong (2012, p. 133), consumer buyer behavior refers to the buying behavior of final consumers individuals and households that buy goods and services for personal consumption.

This study is trying to examine the relationship between demand represented by the lifestyle of customer and features of the hotel as Independent variable (Variable X) based on the theory Bei (2000) pointed out that two methods for applying lifestyle to market segmentation exist-general lifestyle research and specific lifestyle research. General lifestyle research focuses on the personal activities, interests and opinions of consumers in their daily lives, whereas specific lifestyle research emphasizes the responses of consumers pertaining to a particular product..

And the theory of Rosenberg and Choufany (2009), divided the Sharia Compliant Hotel into three divisions specifically on operations, design & interior and financial. Kotler and Armstrong (2008, p. 129) defines the purchase decision as a process in which consumers recognize the problem, seeking information about a particular product or brand and evaluate how well each alternative can solve the problem which then leads to a purchase decision. And the motivation as Dependent (Variable Y) based on the theory Cohen push and pull motivation explains pushed by their biogenic and emotional needs to travel and pulled by destination attributes. Between independent and dependent in this research has demographic differences of the respondents as moderating variable. The scheme of the variables, dimensions, indicators and the scale of measurement can be seen in the table below.

Table 3 The variables and measurements

<b>Variable</b>	<b>Indicator</b>	<b>Scale of Measurement</b>	<b>Source</b>
Demo-graphic	Gender	Nominal	
	1. Male		
	2. Female		
	Marital Status		
	1. Single		
	2. Married		
	Nationality		
	1. Indonesian		
	2. Non-Indonesian		
	Religion		
	1. Islam		
	2. Christian		
	3. Buddhist		
	4. Hindu		
	5. Others		

Table 3 (Cont.)

Variable	Indicator	Scale of Measurement	Source
Lifestyle (X1)	Lifestyle to market segmentation exist: (Likert Scale, 1-5)	Interval	Bei (2000)
Features (X2) Sharia Compliant Hotel Operation	Sharia Compliant Hotel Operations: (Likert Scale,1-5) 1. No alcohol 2. Halal food only 3. The staff are mainly Muslim 4. Segregation of male & female staff at segregated floor 5. Conservative television service 6. Quran and prayer mats available in each rooms)	Interval	Rosenberg and Choufany (2009)
Features (X3) Sharia Compliant Hotel Development (Design and Interior)	Sharia Compliant Hotel Development: (Likert Scale,1-5) 1. Separate function halls for males and females 2. Markers in the room indicating the direction of Mecca 3. No entertainment venues such as night club		

Table 3 (Cont.)

Variable	Indicator	Scale of Measurement	Source
Features (X4) Sharia Compliant Hotel Financial	4. Position of beds and toilets should not face the direction of Mecca	Interval	Cohen (2013)
	5. Art in the hotel should not the depict the human form		
	6. Separate wellness facilities for males and females		
	7. Separate floors for single male, single female & family		
	Sharia Compliant Hotel		
	Financial:		
	(Likert Scale,1-5)		
Motivation to Purchase (Y)	1. Hotel financed through Islamic financial arrangement	Interval	Cohen (2013)
	2. Hotel should follow the zakat principles (giving back the community)		
Motivation to Purchase (Y)	Push and Pull Motivation:	Interval	Cohen (2013)
	(Likert Scale,1-5)		
Motivation to Purchase (Y)	pushed by their biogenic and emotional needs to travel and	Interval	Cohen (2013)
	pulled by destination attributes		

### Operational definition of variables

#### Demographic

This variable is to analyze respondents from type of demographic, such as gender, marital status, nationality, and religion of Sharia Compliant Hotel.

### **Lifestyle**

This variable is pointed out that two methods for applying lifestyle to market segmentation exist-general lifestyle research and specific lifestyle research. General lifestyle research focuses on the personal activities, interests and opinions of consumers in their daily lives, whereas specific lifestyle research emphasizes the responses of consumers pertaining to a particular product.

### **Sharia Compliant Hotel**

This variable is to analyze among three divisions, that are specifically on operations, development and financial.

### **Motivation**

This variable is to analyze purchase motivation of the customer, among pushed by their biogenic and emotional needs to travel and pulled by destination attributes. Those variable is going to measure the correlation of lifestyle and features on motivation to purchase Sharia Compliant Hotel at Jakarta. In other word to understand of demand from Sharia Compliant Hotel. Demand represented by the lifestyle of customer and features of the hotel as independent variable and the motivation of customer to choose Sharia Compliant Hotel as dependent. Between independent and dependent in this research has demographic differences of the respondents as moderating variable.

### **Sampling design**

There are four steps in sampling process, such as 1. determine the sampling, 2. choose the sampling method, 3. decide the sample size, and 4. sampling collection. Zikmund, Babin, Carr, and Griffin (2010) states that sampling size is based on the researcher's consideration. Wherein Kumar (2013) says that "it is imperative that each element in the population has an equal and independent chance of selection in the sample". According to Roscoe (1975), the size of a sample is between 30 to 500 samples and 500 questionnaires will be distributed to respondent. The questionnaires will be collected every day (week-day and week-end) starting May 1st until May 31st 2016 from 08.00 am-15.00 pm (Check out time) at Lobby hotel. Based on the location in city, that make researcher can collect data every day. The questionnaires will be distributed toward 100 questionnaires for each hotel and estimating time twenty five minutes for every questionnaires.

According to [republika.co.id](http://republika.co.id), Hotel Sharia is becoming a new trend in business accommodation and hospitality in Indonesia. Currently, there is approximately 50 to 100 Hotels Sharia operating throughout Indonesia is no exception in Bali. In this research focused at Jakarta province and consists of 5 hotel category: 5 or 4 Star + Hotel, 4 Star Hotel, 3 Star Hotel, Budget Hotel and Hostel.

Zhahabi Hotel represents in 5 Star Hotel category. Because it is located in one of the central business districts of South Jakarta between Kemang and Pondok Indah, also has direct access to Jakarta outer ring road to Soekarno-Hatta International Airport and Halim Perdana Kusuma airport.

Balairung Hotel represents 4 Star Hotel category. Because it is Ethnic Sharia hotel of West Sumatra, and managed by local government company of West Sumatra Province.

Sofyan Hotel Betawi represents 3 Star Hotel category. Because in the group of sofyan hotel, Sofyan hotel group is the winner of world halal travel award 2015 in category the world's best family friendly hotel and located in city center, Menteng.

Sofyan Inn Tebet represent budget hotel category. Because in the group of Sofyan hotel, Sofyan hotel group is the winner of world halal travel award 2015 in category the world's best family friendly hotel. Also has direct access to Jakarta inner ring road to Soekarno-Hatta International Airport and Halim Perdana Kusuma airport.

Hotel House of Eva represents hostel category. Because it is the hostel with full facilities. And located in a suburb of South Jakarta near Depok. It can provide hotel services for commuter.

## **Data collection procedures**

The research focuses use primary data. Primary data are the new data or original data generated by the research, whereas secondary data are existing data or information collected for a purpose other than that of the researcher (Finn et al., 2000).

### **Primary data**

The primary data will be taken with Questionnaire surveys for data collection. A questionnaire is a written list of questions, the answers to which are recorded by respondents (Kumar, 2011, p. 144). The questionnaire becomes the

primary data that been collected. It was spread to the 500 subjects as the respondents. And the respondents in here were Guest in Sharia Hotel at Jakarta Province Indonesia.

The function of data is to find out about the respondent's demand from lifestyle of customer and features of the hotel are related to the motivation to purchase of Sharia Compliant Hotel. This is done through designing a survey questionnaire which covered the respondents' demographic information, lifestyle, what features of a hotel that suits their needs, and purchase motivation to purchase of Sharia Compliant Hotel. The targeted participants consists of mass travelers both Muslims and non-Muslims, both from the domestic and international travelers, and who have experienced staying in Sharia Compliant Hotel.

The questionnaire consists of 45 items for all variables. The 35 items for measuring independent variable of the study lifestyle and features. And the 10 items for measuring the Participation as the dependent variable of the study motivation.

#### **Validity and reliability test of measurement tools**

Primary data is the data collected with a questionnaire, i.e. by providing a written statement to the respondent. Furthermore, the respondents provide the responses to a given statement. The validity of a social research results is largely determined by the measuring instrument being used. To address these need two kinds of testing i.e. the reliability test and validity test. A good questionnaire must have at least validity and reliability.” (Cronbach & Meehl, 1955, pp. 281-302 cited in Yadhisaputra, 2013, p. 95). The validity and reliability of the data collection instruments are very important to their overall measurement qualities. Since the questionnaire depends on the readability of the statements and the actual wordings used in the items, piloting the questionnaire is a very important step in the questionnaire construction (Dornyei, 2003 cited in Peng, 2009, p. 39).

#### **Validity test**

The questionnaire had been sent to the three experts to check whether the questionnaire items could measure what they were designed for. Those Experts were academically qualified in Education of Embassy of the Republic of Indonesia, in Bangkok, Burapha University and Graduate School Trisakti Institute Of Tourism.

Those Experts read the relevance of each item to the purpose of the questionnaire and appropriateness of the content areas, and then checked the



evaluation form by using Item-objective Congruence Index (IOC) as the validation method for the relevancy of the content and the objective of the questionnaire. The evaluation form used a 3 point scales (1 = Relevant, 0 = Uncertain, -1 = Uncertain). According to Booncherd (1974), the acceptable value should be higher or equal to 0.5 ( $\geq 0.5$ ) the result of current questionnaire was 0.88 and it means higher. Based on the result of the items analysis all of the items were acceptable and relevant. Then the items were improved according to the three experts' opinion and suggestion.

This study combines two methods of validation by using IOC method and Correlational validation method.

After doing pre-testing of the items to 100 respondents, previously the items in the questionnaire were contained of 45 items (35 items of independent variable and 10 items of dependent variable). The result of validity test shows that there are all the items which were valid.

### **Reliability test**

This research uses reliability test in order to measure. Therefore it is important to note that the instrument used to measure all items of the variables is the questionnaire with a number of questions that should be submitted for the reliability test from among variables concerned using the Cronbach's coefficient alpha as the coefficient of reliability. The Cronbach's Coefficient alpha can be explained as positive relation between items with the other. According to Sekaran, (2006, p. 312) the closer of the reliability coefficient gets to 1.0, the better the result. In general, if the result is less than 0.60, then it being considered to be poor, if the result is at the 0.70 range, then it being considered to be acceptable, and if the result is over 0.80, then it being considered good. Moreover, the decision establishment is:

If Cronbach's  $\alpha > 0.60 \rightarrow$  construct reliable (acceptable)

If Cronbach's  $\alpha < 0.60 \rightarrow$  construct reliable (unacceptable)

For pre-testing the consistency of this research, the questionnaire had been spread to 100 respondents. And here is the result of reliability test.

#### **1. Reliability test result of Lifestyle and Features (X Variable)**

The Cronbach's Alpha for X Variable is 0.958 for 29 items in Independent Variable. It means that the 29 items are considered as good and reliable to be used.

Table 4 The reliability test variable X

<b>Cronbach's Alpha</b>	<b>N of Items</b>
.958	29

## 2. Reliability test result of Motivation (Y Variable)

The result for Dependent variable of this research shows that the Cronbach's Alpha is 0.945 for 10 items. The items are considered as good and reliable as well.

Table 5 The Reliability Test Variable Y

<b>Cronbach's Alpha</b>	<b>N of Items</b>
.945	10

## Method of data analysis

Descriptive analysis will be discussed in this section which comprised of the summary of the demographic background of the respondents and their opinions on the general understanding of the Sharia Compliant Hotel Concepts. The presentation method used for the data analyzed are in the form of tables, figures and bar charts which were then discussed and described in the most significant sample characteristics in the form of frequencies and percentages.

The purpose of data collection, to know about the level of demand represented by a lifestyle of a customer, the features of the hotel are related to purchase motivation of customer to purchase Sharia Compliant Hotel. The questionnaires consists of 45 questions which are divided into 5 sections (Section A-Section D). The following Table 6 explains the summary of survey questionnaires:

Table 6 Summary of Survey questionnaires and questions number

SECTION	VARIABLES	QUESTION NO.
A	Demographic differences of the respondents	1-6
B	Lifestyle	7-21
C	Features	22-35
D	Motivation to purchase	36-45

This research to know the mean score of the guest, the maximum and minimum value and standard deviation in order to know the condition of the respondent's answer "5" is high and "1" is low. The variable consists of 45 items (as mention before). Question number 1 until number 6 is the questions for demographic, question number 7 until number 21 is the questions for lifestyle, Question number 22 until 35 is the question for features of Sharia Compliant Hotel Operation, question 36 until 45 is the questions for purchase motivation of customer.

The third objective is to measure by PCA (Principal component analysis) according to Jolliffe (2002) the aim of the method is to reduce the dimensionality of multi-variate data whilst preserving as much of the relevant information as possible. It is a form of unsupervised learning in that it relies entirely on the input data itself without reference to the corresponding target data (the criterion to be maximized is the variance). PCA is a linear transformation that transforms the data to a new coordinate system such that the new set of variables, the principal components, are linear functions of the original variables, are uncorrelated, and the greatest variance by any projection of the data comes to lie on the first coordinate, the second greatest variance on the second coordinate, and so on.

Based on the research objectives, the results were obtained by using the Pearson Correlation (r) to identify the significant relationship between lifestyle and features on motivation to purchase Sharia Compliant Hotel in Jakarta. Triola (2008) stated that the Pearson Correlation (r) of correlation is a measurement tool for the linear relationship between two or more variables. Usually, it describes the strength and direction of the linear relation among 2 variables (Pallant, 2011). The value of Pearson R constantly lies between -1 and +1, where -1 shows a perfect negative

relationship, +1 is a perfect positive relationship and 0 means the perfect absence of relationship and it is also referred as the bivariate correlation of the zero-order correlation coefficient (Vaus, 2002). The rule of thumb for interpreting the relationship in a correlation is based on Guildford (1973) shown in Table 7 below:

Table 7 Correlation Pearson table (Guildford, 1973)

<b>Correlation coefficient (r)</b>	<b>Strength of relationship</b>
$r < 0.20$	Very Weak Correlation
$0.20 < r < 0.40$	Weak Correlation
$0.40 < r < 0.70$	Moderate Correlation
$0.70 < r < 0.90$	Strong Correlation
$0.90 < r$	Very Strong Correlation

## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

#### **Description of research object**

Zhahabi Hotel represents in 5 Star Hotel category. Because it is located in one of the central business districts of South Jakarta between Kemang & Pondok Indah, also has direct access to Jakarta outer ring road to Soekarno-Hatta International Airport and Halim Perdana Kusuma airport.

Balairung Hotel represents 4 Star Hotel category. Because it is Ethnic Sharia hotel of West Sumatra, and managed by local government company of West Sumatra Province.

Sofyan Hotel Betawi represents 3 Star Hotel category. Because in the group of sofyan hotel, Sofyan hotel group is the winner of world halal travel award 2015 in category the world's best family friendly hotel and located in city center, Menteng.

Sofyan Inn Tebet represent budget hotel category. Because in the group of Sofyan hotel, Sofyan hotel group is the winner of world halal travel award 2015 in category the world's best family friendly hotel. Also has direct access to Jakarta inner ring road to Soekarno-Hatta International Airport and Halim Perdana Kusuma airport.

Hotel House of Eva represents hostel category. Because it is the hostel with full facilities. And located in a suburb of South Jakarta near Depok. It can provide hotel services for commuter.

Unfortunately Zhahabi hotel is under renovation, therefore the researcher only research at 4 hotels. Based on that the questionnaires distributed toward 125 questionnaires for each hotel to fulfilment 500 questionnaires. The questionnaires collected every day (week-day and week-end) starting May 1st until June 10th 2016 from 08.00 am-15.00 pm (Check out time) at Lobby hotel.

#### **Profile of the respondent**

In this section also will explain the descriptive data obtained from respondents. Descriptive data are presented so that the research can be seen in the profile of the respondents and the data that there is a relationship between the

variables used in the study. The descriptive data described the condition of the respondent as additional information to understand the research results.

The research was conducted by using primary data which is using 45 items in the questionnaire. The 500 questionnaire had been spread to the respondents, and 369 questionnaires had been collected.

#### 1. Respondent by Sex

Based on the data, the majority gender is male with 231 persons from a total of 369 respondents or 62.6 % from all respondents. While the female gender is 138 persons from 369 respondents or 37.4 % of all respondents.

Table 8 Respondent by sex

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Male	231	62.6
Female	138	37.4
Total	369	100.0

#### 2. Respondent by Martial Status

Based on the data, the single respondent is 172 persons from a total of 369 respondents or 46.6 % from all respondents. While the married respondent is 197 persons from 369 respondents or 53.4 % of all respondents.

Table 9 Respondent by martial status

<b>Martial Status</b>	<b>Frequency</b>	<b>Percent</b>
Single	172	46.6
Married	197	53.4
Total	369	100.0

#### 3. Respondent by Citizenship

Based on the data, the majority citizenship is Indonesia with 366 persons from a total of 369 respondents or 99.2 % from all respondents. While Malaysia is 2

persons from 369 respondents or 0.5 % of all respondents and France is 1 Person from 369 respondents or 0.3 % of all respondents.

Table 10 Respondent by citizenship

<b>Citizenship</b>	<b>Frequency</b>	<b>Percent</b>
Indonesia	366	99.2
Malaysia	2	.5
France	1	.3
Total	369	100.0

#### 4. Respondent by Religion

Based on the data, the majority religion is Islam with 346 persons from a total of 369 respondents or 93.8 % from all respondents. While Christian is 15 persons from 369 respondents or 4.1 % of all respondents, Catholic is 4 persons from 369 respondents or 1.1 % of all respondents, Buddhist is 3 persons from 369 respondents or 0.8 % of all respondents and Hindu is 1 Person from 369 respondents or 0.3 % of all respondents

Table 11 Respondent by religion

<b>Religion</b>	<b>Frequency</b>	<b>Percent</b>
Islam	346	93.8
Christian	15	4.1
Catholic	4	1.1
Buddhist	3	.8
Hindu	1	.3
Total	369	100.0

#### 6. Respondent by knowing about Sharia Compliant Hotel

Based on the data, the majority respondent is knowing about Sharia Compliant Hotel with 263 persons from a total of 369 respondents or 71.3 % from all

respondents. While the respondent is did not know about Sharia Compliant Hotel is 106 persons from 369 respondents or 28.7 % of all respondents.

Table 12 Respondent by knowing Sharia Compliant Hotel

<b>Knowing Sharia Compliant Hotel</b>	<b>Frequency</b>	<b>Percent</b>
Yes	263	71.3
No	106	28.7
Total	369	100.0

#### 7. Respondent by experienced staying in Sharia Compliant Hotel

Based on the data, the total respondent is have experienced staying in Sharia Compliant Hotel with 369 persons from a total of 369 respondents or 100 % from all respondents.

Table 13 Respondent by experienced staying in Sharia Compliant Hotel

<b>Martial Status</b>	<b>Frequency</b>	<b>Percent</b>
Yes	369	100.0

## Findings for the research objectives

The findings of the study about level influence of lifestyle, features Sharia Compliant Hotel on operations, features Sharia Compliant Hotel on development (design and interior) and features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel.

#### 1. Level influence of lifestyle on motivation to purchase Sharia Compliant Hotel

The data result show level influence of lifestyle on motivation to purchase Sharia Compliant Hotel.



Table 14 Level influence of lifestyle on motivation to purchase Sharia Compliant Hotel

No	Lifestyle	Mean	Std. Deviation
1	I choose Sharia Compliant Hotel for my activities, because it is safe from alcohol and non-halal food, comfortable and convenient in term of Islamic standard	4.3875	.73274
2	I choose Sharia Compliant Hotel, because I want to recommend my activities in the hotel for my families and friends	4.1328	.79142
3	I choose Sharia Compliant Hotel for my activities because of the products and services offered such as halal food and staff providing services in accordance to both Islamic and International standard	4.2168	.72355
4	I choose Sharia Compliant Hotel for my activities because I trust the benefits of the Sharia Compliant Hotel concepts such as halal food and non-alcohol consumption	4.1924	.74698
5	I am willing to stay at Sharia Compliant Hotel for my activities even if the room rates are slightly higher than that of conventional hotel.	3.6667	.98356
6	In my opinion The Sharia Compliant Hotel has a good purpose to build Islamic environment	4.2439	.71103
7	In my opinion I believe that Sharia Compliant Hotel has beneficial for Muslims and non-Muslims such as prohibited to explicit content in television services	4.1409	.76021
8	In my opinion I believe that Sharia Compliant Hotel concept is applicable to both Muslim and Non-Muslim activities	4.1491	.71247

Table 14 (Cont.)

No	Lifestyle	Mean	Std. Deviation
9	In my opinion I believe that Sharia Compliant Hotel will provide all the facilities and services they promise such as halal food and non-alcohol consumption	4.1707	.71521
10	In my opinion I believe that Sharia Compliant Hotel will not perform any activities which will put negative impact on my stay	4.1545	.71891
11	Sharia Compliant Hotel concept keeps customers' best interests in mind.	4.1382	.73342
12	I will inform friends and family about Sharia Compliant Hotel.	4.0407	.74889
13	My family, my friends and I feel comfortable staying in the Sharia Compliant Hotel	4.0732	.76084
14	I suggest Sharia Compliant Hotel to my family and friends	4.0732	.77148
15	Sharia Compliant Hotel is a part of my identity	3.9431	.85625

The highest lifestyle mean is 4.3875 which is I choose Sharia Compliant Hotel for my activities, because it is safe from alcohol and non-halal food, comfortable and convenient in term of Islamic standard. The second highest lifestyle mean is 4.2439 which is in my opinion the Sharia Compliant Hotel has a good purpose to build Islamic environment. The third highest lifestyle mean is 4.2168 which is I choose Sharia Compliant Hotel for my activities because of the products and services offered such as halal food and staff providing services in accordance to both Islamic and International standard. The fourth highest lifestyle mean is 4.1924 which is I choose Sharia Compliant Hotel for my activities because I trust the benefits of the Sharia Compliant Hotel concepts such as halal food and non-alcohol consumption. The fifth highest lifestyle mean is 4.1707 which is in my opinion I

believe that Sharia Compliant Hotel will provide all the facilities and services they promise such as halal food and non-alcohol consumption. The sixth highest lifestyle mean is 4.1545 which is in my opinion I believe that Sharia Compliant Hotel will not perform any activities which will put negative impact on my stay. The seventh highest lifestyle mean is 4.1491 which is in my opinion I believe that Sharia Compliant Hotel concept is applicable to both Muslim and Non-Muslim activities. The eight highest lifestyle mean is 4.1409 which is in my opinion I believe that Sharia Compliant Hotel has beneficial for Muslims and non-Muslims such as prohibited to explicit content in television services. The ninth highest lifestyle mean is 4.1382 which is Sharia Compliant Hotel concept keeps customers' best interests in mind. And the tenth highest lifestyle mean is 4.1328 which is I choose Sharia Compliant Hotel, because I want to recommend my activities in the hotel for my families and friends.

The lowest lifestyle mean is 3.6667 which is I am willing to stay at Sharia Compliant Hotel for my activities even if the room rates are slightly higher than that of conventional hotel. The second lowest lifestyle mean is 3.9431 which is Sharia Compliant Hotel is a part of my identity. The third lowest lifestyle mean is 4.0407 which is I will inform friends and family about Sharia Compliant Hotel. The fourth and fifth lowest lifestyle means are 4.0732 which is my family, my friends and I feel comfortable staying in the Sharia Compliant Hotel and I suggest Sharia Compliant Hotel to my family and friends.

Table 15 Lifestyle descriptive statistic

	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Lifestyle	2.67	5.00	4.1149	.56822

Based on table above the overall result for level influence of lifestyle on motivation to purchase Sharia Compliant Hotel minimum statistic 2.67 and maximum statistic 5.00. The mean statistic 4.1149 and standard deviation 0.56822.

2. Level influence of features Sharia Compliant Hotel on operations on motivation to purchase Sharia Compliant Hotel

The data result show level influence of features Sharia Compliant Hotel on operations on motivation to purchase Sharia Compliant Hotel.

Table 16 Level influence of features Sharia Compliant Hotel on operation on motivation to purchase Sharia Compliant Hotel

No	Features Sharia Compliant Hotel on operations	Mean	Std. Deviation
1	Do you agree Sharia Compliant Hotel should not serve alcohol?	4.4688	.74435
2	Do you agree Sharia Compliant Hotel should only serve halal food?	4.4878	.69195
3	Do you agree Sharia Compliant Hotel's staffs should be majority Muslim employees?	4.0732	.88315
4	Do you agree Sharia Compliant Hotel should divide their staffs that male staff should serve single men and female staff should serve women & family?	3.9892	.91181
5	Do you agree Sharia Compliant Hotel should provide Quran and prayer mats be available in each room?	4.3279	.76493
6	Do you agree Sharia Compliant Hotel should prohibit explicit content in their television service?	4.1382	.82415

The highest features Sharia Compliant Hotel on operations mean is 4.4878 which is the question of do you agree Sharia Compliant Hotel should only serve halal food? The second highest features Sharia Compliant Hotel on operations mean is 4.4688 which is the question of do you agree Sharia Compliant Hotel should not serve alcohol? The third highest features Sharia Compliant Hotel on operations mean is 4.3279 which is the question of do you agree Sharia Compliant Hotel should provide Quran and prayer mats be available in each room? The fourth highest features Sharia Compliant Hotel on operations mean is 4.1382 which is the question of do you agree Sharia Compliant Hotel should prohibit explicit content in their television service?

The fifth highest features Sharia Compliant Hotel on operations mean is 4.0732 which is the question of do you agree Sharia Compliant Hotel's staffs should be majority Muslim employees?

The lowest features Sharia Compliant Hotel on operations mean is 3.9892 which is the question of do you agree Sharia Compliant Hotel should divide their staffs that male staff should serve single men and female staff should serve women and family?.

Table 17 Features Sharia Compliant Hotel on operation descriptive statistic

	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Features Sharia Compliant Hotel On Operation	2.33	5.00	4.2475	.61631

Based on table above the overall result for level influence of Features Sharia Compliant Hotel on operation on motivation to purchase Sharia Compliant Hotel minimum statistic 2.33 and maximum statistic 5.00. The mean statistic 4.2475 and standard deviation 0.61631.

3. Level influence of features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel

The data result show level influence of features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel.

Table 18 Level influence of features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel

No	Features Sharia Compliant Hotel on development (design and interior)	Mean	Std. Deviation
1	Do you agree Sharia Compliant Hotel should separate space between male and female in the same event hall?	3.8564	.94032
2	Do you agree Sharia Compliant Hotel should put Markers in the room indicating the direction of Mecca?	4.4499	.72854
3	Do you agree Sharia Compliant Hotel should not have nightclubs entertainment?	4.2520	.81688
4	Do you agree Sharia Compliant Hotel should not arrange the beds and toilets facing the direction of Mecca and bidet should be available in the toilets?	4.0163	.86273
5	Do you agree Sharia Compliant Hotel should not display any type of Art that depicts the human form especially sensual art?	4.1192	.87033
6	Do you agree Sharia Compliant Hotel must separate male and female wellness facilities (swimming pool, spas, gyms and etc.)?	4.1138	.83604
7	Do you agree Sharia Compliant Hotel should separate floors for single males, females and families?	3.8238	.92306

The highest features Sharia Compliant Hotel on development (design and interior) mean is 4.4499 which is the question of do you agree Sharia Compliant Hotel should put Markers in the room indicating the direction of Mecca? The second highest features Sharia Compliant Hotel on development (design and interior) mean is 4.2520 which is the question of do you agree Sharia Compliant Hotel should not have nightclubs entertainment? The third highest features Sharia Compliant Hotel on development (design and interior) mean is 4.1192 which is the question of do you agree Sharia Compliant Hotel should not display any type of Art that depicts the human form especially sensual art? The fourth highest features Sharia Compliant

Hotel on development (design and interior) mean is 4.1138 which is the question of do you agree Sharia Compliant Hotel must separate male and female wellness facilities (swimming pool, spas, gyms and etc.)? The fifth highest features Sharia Compliant Hotel on development (design and interior) mean is 4.0163 which is the question of do you agree Sharia Compliant Hotel should not arrange the beds and toilets facing the direction of Mecca and bidet should be available in the toilets?

The lowest features Sharia Compliant Hotel on development (design and interior) mean is 3.8238 which is the question of do you agree Sharia Compliant Hotel should separate floors for single males, females and families? The second lowest features Sharia Compliant Hotel on development (design and interior) mean is 3.8564 which is the question of do you agree Sharia Compliant Hotel should separate space between male and female in the same event hall?

Table 19 Features Sharia Compliant Hotel on development (design and interior) descriptive statistic

	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Features Sharia Compliant Hotel On Development	2.14	5.00	4.0902	.62740

Based on table above the overall result for level influence of Features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel minimum statistic 2.14 and maximum statistic 5.00. The mean statistic 4.0902 and standard deviation 0.62740.

4. Level influence of features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel

The data result show level influence of features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel.

Table 20 Level influence of features Sharia Compliant Hotel on financial  
on motivation to purchase Sharia Compliant Hotel

No	Features Sharia Compliant Hotel on financial	Mean	Std. Deviation
1	Do you agree Sharia Compliant Hotel must be financed in line with the Islamic principles?	4.1328	.78452

The mean of Features Sharia Compliant Hotel on financial is 4.1328

Table 21 Features Sharia Compliant Hotel on financial descriptive statistic

	Minimum	Maximum	Mean	Std. Deviation
Features Sharia Compliant Hotel On Financial	2.00	5.00	4.1328	.78452

Based on table above the overall result for level influence of Features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel minimum statistic 2.00 and maximum statistic 5.00. The mean statistic 4.1328 and standard deviation 0.78452.

##### 5. Level motivation to purchase Sharia Compliant Hotel

The data result show level motivation to purchase Sharia Compliant Hotel.



Table 22 Level motivation to purchase Sharia Compliant Hotel

No	Motivation	Mean	Std. Deviation
1	I believe that choosing Sharia Compliant Hotel is important to me.	4.0515	.78716
2	I believe that choosing Sharia Compliant Hotel makes me feel good.	4.0407	.77738
3	I believe that Sharia Compliant Hotel has influence for Muslims and non-Muslims such as prohibit explicit content in their television service	4.1084	.69483
4	I believe that the Sharia Compliant Hotel has been successful in getting the needs and wants from their guests	4.0298	.73845
5	I believe that Sharia Compliant Hotel is more ethical than conventional hotel.	3.9837	.79383
6	I can trust the products and services in Sharia Compliant Hotel such as halal food and non-alcohol consumption	4.1924	.72483
7	I can recognize the products and services in Sharia Compliant Hotel such as halal food and staff providing services in accordance to both Islamic and International standard	4.0976	.75629
8	Sharia Compliant Hotel has followed the International standards of services that combined with the traditions Islamic hospitality	4.0515	.74458
9	Sharia Compliant Hotel has products and services according to Islamic rules and regulation such as halal food and non-alcohol consumption	4.1220	.72889
10	I follow news and developments about Sharia Compliant Hotel concept.	3.7995	.90464

The highest motivation mean is 4.1924 which is I can trust the products and services in Sharia Compliant Hotel such as halal food and non-alcohol consumption. The second highest motivation mean is 4.1220 which is Sharia Compliant Hotel has products and services according to Islamic rules and regulation such as halal food and non-alcohol consumption. The third highest motivation mean is 4.1084 which is I believe that Sharia Compliant Hotel has influence for Muslims and non-Muslims such as prohibit explicit content in their television service. The fourth highest motivation mean is 4.0976 which is I can recognize the products and services in Sharia Compliant Hotel such as halal food and staff providing services in accordance to both Islamic and International standard. The fifth and sixth highest motivation means are 4.0515 which is I believe that choosing Sharia Compliant Hotel is important to me and Sharia Compliant Hotel has followed the International standards of services that combined with the traditions Islamic hospitality. The seventh highest motivation mean is 4.0407 which is I believe that choosing Sharia Compliant Hotel makes me feel good. The eight highest motivation mean is 4.0298 which is I believe that the Sharia Compliant Hotel has been successful in getting the needs and wants from their guests.

The lowest motivation mean is 3.7995 which is I follow news and developments about Sharia Compliant Hotel concept. And the second lowest motivation mean is 3.9837 which is I believe that Sharia Compliant Hotel is more ethical than conventional hotel.

Table 23 Motivation descriptive statistic

	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Motivation	2.60	5.00	4.0477	.61308

Based on table above the overall result for motivation to purchase Sharia Compliant Hotel minimum statistic 2.60 and maximum statistic 5.00. The mean statistic 4.0477 and standard deviation 0.61308.

### PCA (Principal component analysis)

According to Jolliffe (2002) the aim of the method is to reduce the dimensionality of multi-variate data whilst preserving as much of the relevant information as possible. It is a form of unsupervised learning in that it relies entirely on the input data itself without reference to the corresponding target data (the criterion to be maximized is the variance). PCA is a linear transformation that transforms the data to a new coordinate system such that the new set of variables, the principal components, are linear functions of the original variables, are uncorrelated, and the greatest variance by any projection of the data comes to lie on the first coordinate, the second greatest variance on the second coordinate, and so on.

#### Multicollinearities test

Klein (1962) explain that VIF is bigger than  $1 / (1-R^2)$  or tolerance is less than  $(1-R^2)$  is significant multicollinearity. The table below show the result from multicollinearity test and  $R = 0.855$ .

Table 24 Regression test

Model	Collinearity Statistics	
	Tolerance	VIF
Lifestyle	.439	2.279
Features on operation	.346	2.889
Features on design	.314	3.187
Features on financial	.538	1.858

Table 25 Multicollinearities test

Lifestyle	Lifestyle
$VIF > 1 / (1-R^2)$	$Tolerance < (1-R^2)$
$2.279 < 1 / (1-0.731)$	$0.439 > 1-0.731$
$2.279 < 1 / 0.269$	$0.439 > 0.2689$
$2.279 < 3.71747$	

Table 25 (Cont.)

Features on operation	Features on operation
$VIF > 1 / (1-R^2)$	$Tolerance < (1-R^2)$
$2.889 < 1 / (1-0.731)$	$0.346 > 1-0.731$
$2.889 < 1 / 0.269$	$0.346 > 0.2689$
$2.889 < 3.71747$	
Features on design	Features on design
$VIF > 1 / (1-R^2)$	$Tolerance < (1-R^2)$
$3.187 < 1 / (1-0.731)$	$0.314 > 1-0.731$
$3.187 < 1 / 0.269$	$0.314 > 0.2689$
$3.187 < 3.71747$	
Features on operation	Features on operation
$VIF > 1 / (1-R^2)$	$Tolerance < (1-R^2)$
$1.858 < 1 / (1-0.731)$	$0.538 > 1-0.731$
$1.858 < 1 / 0.269$	$0.538 > 0.2689$
$1.858 < 3.71747$	

Following the table above, the data is not multicollinearity. And the researcher did not use PCA.

### Analysis result

Based on the research objectives, the results were obtained by using the Pearson Correlation (r) to identify the significant relationship between lifestyle and features on motivation to purchase Sharia Compliant Hotel in Jakarta. Triola (2008) stated that the Pearson Correlation (r) of correlation is a measurement tool for the linear relationship between two or more variables. Usually, it describes the strength and direction of the linear relation among 2 variables (Pallant, 2011). The value of Pearson R constantly lies between -1 and +1, where -1 shows a perfect negative relationship, +1 is a perfect positive relationship and 0 means the perfect absence of relationship and it is also referred as the bivariate correlation of the zero-order

correlation coefficient (Vaus, 2002). The rule of thumb for interpreting the relationship in a correlation is based on Guildford (1973) shown in Table 26 below

Table 26 Correlation Pearson table (Guildford, 1973)

Correlation coefficient (r)	Strength of relationship
$r < 0.20$	Very Weak Correlation
$0.20 < r < 0.40$	Weak Correlation
$0.40 < r < 0.70$	Moderate Correlation
$0.70 < r < 0.90$	Strong Correlation
$0.90 < r$	Very Strong Correlation

1. There is the influence of lifestyle on motivation to purchase Sharia Compliant hotel in Jakarta.

Hypothesis of the research

HO there is no the influence of lifestyle on motivation to purchase Sharia Compliant Hotel.

H1 there is the influence of lifestyle on motivation to purchase Sharia Compliant Hotel.

Table 27 Correlation of lifestyle on motivation to purchase Sharia Compliant Hotel in Jakarta

		Lifestyle	Motivation
Lifestyle	Pearson Correlation	1	.818**
	Sig. (2-tailed)		.000
	N	369	369
Motivation	Pearson Correlation	.818**	1
	Sig. (2-tailed)	.000	
	N	369	369

Based on the table above, the correlation between lifestyle on motivation to purchase Sharia Compliant Hotel. It is  $r = 0.818$ ,  $p = 0.000$ ,  $n = 369$  which indicates strong and positive correlation significant at the 0.001 level.

1. These strength correlation that lifestyle of customer can influence on motivation to purchase Sharia Compliant Hotel is 0.818 of 1

2. Sig. (2-tailed)  $0,000 < 0,05$  HO is rejected, there is the influence of lifestyle on motivation to purchase Sharia Compliant Hotel.

3. Pearson correlation  $r = 0,818$  which mean  $0.70 < r < 0.90 =$  strong correlation, there is strong correlation of lifestyle on motivation to purchase Sharia Compliant Hotel

2. There is the influence of features Sharia Compliant Hotel on operations on motivation to purchase Sharia Compliant Hotel.

Hypothesis of the research

HO there is no the influence of features Sharia Compliant Hotel on operations on motivation to purchase Sharia Compliant Hotel.

H2 there is the influence of features Sharia Compliant Hotel on operations on motivation to purchase Sharia Compliant Hotel.

Table 28 Correlation of features Sharia Compliant Hotel on operations on motivation to purchase Sharia Compliant Hotel in Jakarta

		<b>Features on operation</b>	<b>Motivation</b>
Features on operation	Pearson Correlation	1	.683**
	Sig. (2-tailed)		.000
	N	369	369
Motivation	Pearson Correlation	.683**	1
	Sig. (2-tailed)	.000	
	N	369	369

Based on the table above, the correlation between features Sharia Compliant Hotel on operations on motivation to purchase Sharia Compliant Hotel. It is  $r = 0.683$ ,

$p = 0.000$ ,  $n = 369$  which indicates moderate and positive correlation significant at the 0.001 level.

1. These strength correlation that features Sharia Compliant Hotel on operations can influence on motivation to purchase Sharia Compliant Hotel is 0.683 of 1

2. Sig. (2-tailed)  $0,000 < 0,05$   $H_0$  is rejected, there is the influence of features Sharia Compliant Hotel on operations on motivation to purchase Sharia Compliant Hotel.

3. Pearson correlation  $r = 0,683$  which mean  $0.40 < r < 0.70$  = moderate correlation, there is moderate correlation of features Sharia Compliant Hotel on operations on motivation to purchase Sharia Compliant Hotel

2. There is the influence of features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel. Hypothesis of the research

$H_0$  there is no the influence of features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel.  $H_3$  there is the influence of features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel.

Table 29 Correlation of features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel in Jakarta

		Features on development	Motivation
Features on development	Pearson Correlation	1	.742**
	Sig. (2-tailed)		.000
	N	369	369
Motivation	Pearson Correlation	.742**	1
	Sig. (2-tailed)	.000	
	N	369	369

Based on the table above, the correlation between features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel. It is  $r = 0.742$ ,  $p = 0.000$ ,  $n = 369$  which indicates strong and positive correlation significant at the 0.001 level.

1. These strength correlation that features Sharia Compliant Hotel on development can influence on motivation to purchase Sharia Compliant Hotel is 0.742 of 1

2. Sig. (2-tailed)  $0,000 < 0,05$   $H_0$  is rejected, there is the influence of features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel.

3. Pearson correlation  $r = 0,742$  which mean  $0.70 < r < 0.90 =$  strong correlation, there is strong correlation of features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel.

3. There is the influence of features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel.

Hypothesis of the research

$H_0$  there is no the influence of features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel.

$H_4$  there is the influence of features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel.

Table 30 Correlation of features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel in Jakarta

		Features on financial	Motivation
Features on financial	Pearson Correlation	1	.614**
	Sig. (2-tailed)		.000
	N	369	369
Motivation	Pearson Correlation	.614**	1
	Sig. (2-tailed)	.000	
	N	369	369



Based on the table above, the correlation between features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel. It is  $r = 0.614$ ,  $p = 0.000$ ,  $n = 369$  which indicates moderate and positive correlation significant at the 0.001 level.

1. These strength correlation that features Sharia Compliant Hotel on financial can influence on motivation to purchase Sharia Compliant Hotel is 0.683 of 1

2. Sig. (2-tailed)  $0,000 < 0,05$  HO is rejected, there is the influence of features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel.

3. Pearson correlation  $r = 0,614$  which mean  $0.40 < r < 0.70 =$  moderate correlation, there is moderate correlation of features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel

## Summary

This research has conduct several tests using SPSS software. This summary is analyzed the data and testing the 4 (four) hypothesis based on theoretical models that have been described in chapter II. The overall results obtained showed that all hypotheses can be proven. That the questionnaires are acceptable and shows the variables are correlated to make a realistic analysis.

Table 31 Hypothesis summary

	<b>Hypothesis</b>	<b>Significant (p-value)</b>	<b>Pearson correlation (r)</b>	<b>Result</b>
H1	There is the influence of lifestyle on motivation to purchase Sharia Compliant Hotel.	0.000	0.818	Significant

Table 31 (Cont.)

	<b>Hypothesis</b>	<b>Significant (p-value)</b>	<b>Pearson correlation (r)</b>	<b>Result</b>
H2	There is the influence of features Sharia Compliant Hotel on operations on motivation to purchase Sharia Compliant Hotel	0.000	0.683	Significant
H3	there is the influence of features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel	0.000	0.742	Significant
H4	There is the influence of features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel.	0.000	0.614	Significant

## **CHAPTER 5**

### **CONCLUSION, IMPLICATION AND SUGESTION FOR THE FUTURE RESEARCH**

#### **Conclusion**

This study is focusing on relations the influence lifestyle of customer and features of the hotel are related to the motivation to purchase of Sharia Compliant Hotel. Firstly based on the theory Bei (2000) pointed out that two methods for applying lifestyle to market segmentation exist-general lifestyle research and specific lifestyle research. General lifestyle research focuses on the personal activities, interests and opinions of consumers in their daily lives, whereas specific lifestyle research emphasizes the responses of consumers pertaining to a particular product. The second is theory of Rosenberg & Choufany (2009), divided the Sharia Compliant Hotel into three divisions specifically on operations, design & interior and financial. The third from Kotler and Armstrong (2008, p. 129) defines the purchase decision as a process in which consumers recognize the problem, seeking information about a particular product or brand and evaluate how well each alternative can solve the problem which then leads to a purchase decision. And forth is theory Cohen push and pull motivation explains pushed by their biogenic and emotional needs to travel and pulled by destination attributes.

This study aimed is to a guest of the Sharia Compliant Hotel in Indonesia. These are several objectives of the study:

1. To study the correlation between lifestyle of customer and features of the hotel against the motivation to purchase of Sharia Compliant Hotel.
2. To study the demand for Sharia Compliant Hotel.

The motivation behind of this project is based on Sharia tourism industry in Jakarta. The research project will, therefore, seek to explore and investigate the following:

The first to analyze and discusses the influence lifestyle of customer and features of the hotel, against the decisions to purchase of Sharia Compliant Hotel.

Table 32 Result summary

No	Item	Significant (p-value)	Pearson correlation (r)	Mean	Result
1	There is the influence of lifestyle on motivation to purchase Sharia Compliant Hotel.	0.000	0.818	4.1149	Significant
2	There is the influence of features Sharia Compliant Hotel on operations on motivation to purchase Sharia Compliant Hotel	0.000	0.683	4.2475	Significant
3	there is the influence of features Sharia Compliant Hotel on development (design and interior) on motivation to purchase Sharia Compliant Hotel	0.000	0.742	4.0902	Significant
4	There is the influence of features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel.	0.000	0.614	4.1328	Significant

From the data above, this is certainly proved that there is influence lifestyle of customer and features of Sharia Compliant Hotel, against the decisions to purchase of Sharia Compliant Hotel.

The second to study lifestyle of customer is related on motivation to purchase Sharia Compliant Hotel in Jakarta. According to Bei (2000) pointed out that two methods for applying lifestyle to market segmentation exist-general lifestyle

research and specific lifestyle research. General lifestyle research focuses on the personal activities, interests and opinions of consumers in their daily lives, whereas specific lifestyle research emphasizes the responses of consumers pertaining to a particular product.

Table 33 Level influence of lifestyle on motivation to purchase Sharia Compliant Hotel

No	Lifestyle	Mean	Std. Deviation
1	I choose Sharia Compliant Hotel for my activities, because it is safe from alcohol and non-halal food, comfortable and convenient in term of Islamic standard	4.3875	.73274
2	In my opinion The Sharia Compliant Hotel has a good purpose to build Islamic environment	4.2439	.71103
3	I choose Sharia Compliant Hotel for my activities because of the products and services offered such as halal food and staff providing services in accordance to both Islamic and International standard	4.2168	.72355
4	I choose Sharia Compliant Hotel for my activities because I trust the benefits of the Sharia Compliant Hotel concepts such as halal food and non-alcohol consumption	4.1924	.74698
5	In my opinion I believe that Sharia Compliant Hotel will provide all the facilities and services they promise such as halal food and non-alcohol consumption	4.1707	.71521
6	In my opinion I believe that Sharia Compliant Hotel will not perform any activities which will put negative impact on my stay	4.1545	.71891

Table 33 (Cont.)

No	Lifestyle	Mean	Std. Deviation
7	In my opinion I believe that Sharia Compliant Hotel concept is applicable to both Muslim and Non-Muslim activities	4.1491	.71247
8	In my opinion I believe that Sharia Compliant Hotel has beneficial for Muslims and non-Muslims such as prohibited to explicit content in television services	4.1409	.76021
9	Sharia Compliant Hotel concept keeps customers' best interests in mind.	4.1382	.73342
10	I choose Sharia Compliant Hotel, because I want to recommend my activities in the hotel for my families and friends	4.1328	.79142
11	My family, my friends and I feel comfortable staying in the Sharia Compliant Hotel	4.0732	.76084
12	I suggest Sharia Compliant Hotel to my family and friends	4.0732	.77148
13	I will inform friends and family about Sharia Compliant Hotel.	4.0407	.74889
14	Sharia Compliant Hotel is a part of my identity	3.9431	.85625
15	I am willing to stay at Sharia Compliant Hotel for my activities even if the room rates are slightly higher than that of conventional hotel.	3.6667	.98356

From the data above, it is proven lifestyle of customer is related on motivation to purchase Sharia Compliant Hotel in Jakarta. Muslim lifestyle is more popular today. These mean Sharia business is high potential.

The third to study features on operations of the hotel is related on motivation to purchase Sharia Compliant Hotel in Jakarta. According to Rosenberg and Choufany (2009) Sharia Compliant Hotel features on operation are no alcohol, halal

food only, the staff are mainly Muslim, segregation of male & female staff at segregated floor, conservative television service and Quran and prayer mats available in each rooms.

Table 34 Level influence of features Sharia Compliant Hotel on operation on motivation to purchase Sharia Compliant Hotel

No	Features Sharia Compliant Hotel on operations	Mean	Std. Deviation
1	Do you agree Sharia Compliant Hotel should only serve halal food?	4.4878	.69195
2	Do you agree Sharia Compliant Hotel should not serve alcohol?	4.4688	.74435
3	Do you agree Sharia Compliant Hotel should provide Quran and prayer mats be available in each room?	4.3279	.76493
4	Do you agree Sharia Compliant Hotel should prohibit explicit content in their television service?	4.1382	.82415
5	Do you agree Sharia Compliant Hotel's staffs should be majority Muslim employees?	4.0732	.88315
6	Do you agree Sharia Compliant Hotel should divide their staffs that male staff should serve single men and female staff should serve women & family?	3.9892	.91181

From the data above, it is proven features on operation of the hotel is related on motivation to purchase Sharia Compliant Hotel in Jakarta. These mean Sharia Compliant Hotel on operation is suitable and can be developed.

The fourth to study features on development (design and interior) of the hotel is related on motivation to purchase Sharia Compliant Hotel in Jakarta. According to Rosenberg and Choufany (2009) Sharia Compliant Hotel features on development (design and interior) are separate function halls for males and females, markers in the room indicating the direction of Mecca, no entertainment venues such as night club, position of beds and toilets should not face the direction of Mecca, art

in the hotel should not the depict the human form, separate wellness facilities for males and females and separate floors for single male, single female and family.

Table 35 Level influence of features Sharia Compliant Hotel on development on motivation to purchase Sharia Compliant Hotel

No	Features Sharia Compliant Hotel on development (design and interior)	Mean	Std. Deviation
1	Do you agree Sharia Compliant Hotel should put Markers in the room indicating the direction of Mecca?	4.4499	.72854
2	Do you agree Sharia Compliant Hotel should not have nightclubs entertainment?	4.2520	.81688
3	Do you agree Sharia Compliant Hotel should not display any type of Art that depicts the human form especially sensual art?	4.1192	.87033
4	Do you agree Sharia Compliant Hotel must separate male and female wellness facilities (swimming pool, spas, gyms and etc.)?	4.1138	.83604
5	Do you agree Sharia Compliant Hotel should not arrange the beds and toilets facing the direction of Mecca and bidet should be available in the toilets?	4.0163	.86273
6	Do you agree Sharia Compliant Hotel should separate floors for single males, females and families?	3.8238	.92306
7	Do you agree Sharia Compliant Hotel should separate space between male and female in the same event hall?	3.8564	.94032

From the data above, it is proven features on development (design and interior) of the hotel is related on motivation to purchase Sharia Compliant Hotel in Jakarta. These mean Sharia Compliant Hotel on development is suitable and can be developed.



The fifth to study features on financial of the hotel is related on motivation to purchase Sharia Compliant Hotel in Jakarta. According to Rosenberg and Choufany (2009) Sharia Compliant Hotel features on financial are hotel financed through Islamic financial arrangement and hotel should follow the zakat principles (giving back the community).

Table 36 Level influence of features Sharia Compliant Hotel on financial on motivation to purchase Sharia Compliant Hotel

No	Features Sharia Compliant Hotel on financial	Mean	Std. Deviation
1	Do you agree Sharia Compliant Hotel must be financed in line with the Islamic principles?	4.1328	.78452

From the data above, it is proven features on financial of the hotel is related on motivation to purchase Sharia Compliant Hotel in Jakarta. These mean Sharia Compliant Hotel on financial is suitable and can be developed.

The sixth to study and evaluate the demand for Sharia Compliant Hotel. Based on the analyses of the data above, showed that the means are high, positive correlation and significant. It indicates high demand for Sharia Compliant Hotel at Jakarta

The limitation this study is time, budget and difficulties in getting respondents from the international guest.

### **Managerial implication**

1. As the input to the hotel industry to make the appropriate strategy in development to support their business.

1.1 The majority gender is male with 231 persons from a total of 369 respondents or 62.6% from all respondents. While the female gender is 138 persons from 369 respondents or 37.4% of all respondents and the single respondent is 172 persons from a total of 369 respondents or 46.6 % from all respondents. While the married respondent is 197 persons from 369 respondents or 53.4 % of all respondents.

The mostly respondents are local guest from Indonesia around 99.2% and the most religion is Islam. However, another religions purchased Sharia Compliant Hotel as their option. The most guest around 70% know about Sharia Compliant Hotel rather than the guest who does not know about Sharia Compliant Hotel. According both data, Sharia Compliant Hotel can manage mining staff, room and other facilities to provide their demand. The Sharia Compliant Hotel must promote the hotel to attract the foreign tourist so that the business will be growth and wider for the guests who does not know about Sharia Compliant Hotel.

1.2 The correlation between lifestyle on motivation to purchase Sharia Compliant Hotel. The highest means are for general lifestyle, focuses on the personal activities, interests and opinions of consumers in their daily lives. And in other side, the lowest means which is specific lifestyle research emphasizes the responses of consumers pertaining to a particular product. The lowest mean is that the guests may not willing to stay at Sharia Compliant Hotel for their activities because the room rates are slightly higher than conventional hotel. That means Sharia Compliant Hotel must create competitive prices to their customers. However, the result showed the guests are not loyal.

1.3 The correlation between features of the hotel is related on motivation to purchase Sharia Compliant Hotel. The highest mean is 4.2475 which is features on operation, the second highest mean is 4.1328 which is features on financial and the last highest mean is 4.0902 which is features on development (design and interior). According the data above, Sharia Compliant Hotel can develop their business to focus on features in hotel operation. Next the hotel focus on features in financial and the last the hotel focus on features in development (design and interior).

1.4 The motivation to purchase Sharia Compliant Hotel. The guests are pushed by their biogenic and emotional needs to travel and pulled by destination attributes. According the data above overall almost equal by push motivation and pull motivation, but slightly higher pull motivation.

2. As the knowledge and information about the demand for Sharia-Compliant Hotel. Based on the analyses of the data above, showed that the means are high, positive correlation and significant. It indicates high demand for Sharia Compliant Hotel at Jakarta

3. As the knowledge and information about a guest profile on Sharia tourism industry.

Table 37 Demographic summary

Item	Frequency	Percent
Gender		
Male	231	62.6
Female	138	37.4
Marital Status		
Single	172	46.6
Married	197	53.4
Citizenship		
Indonesia	366	99.2
Malaysia	2	0.5
France	1	0.3
Religion		
Islam	346	93.8
Christian	15	4.1
Catholic	4	1.1
Buddhist	3	0.8
Hindu	1	0.3
Knowing Sharia Compliant Hotel		
Yes	263	71.3
No	106	28.7
Experienced		
Yes	369	100

The majority gender is male with 231 persons from a total of 369 respondents or 62.6% from all respondents. While the female gender is 138 persons from 369 respondents or 37.4% of all respondents and the single respondent is 172 persons from a total of 369 respondents or 46.6 % from all respondents. While the

married respondent is 197 persons from 369 respondents or 53.4 % of all respondents. The mostly respondents are local guest from Indonesia around 99.2% and the most religion is Islam. However, another religions purchased Sharia Compliant Hotel as their option. The most guest around 70% know about Sharia Compliant Hotel rather than the guest who does not know about Sharia Compliant Hotel

### **Suggestion for the future research**

The future research should be wider in all aspect, such as adding more international respondents instead of domestic respondents, also adding five star hotel category because in this research, five star hotel category is under renovation.

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## **APPENDIX**

## **APPENDIX A**

Validity test by Congruence Index (IOC)

The questionnaire has been checked by three experts from Education of Embassy of the Republic of Indonesia, in Bangkok, Burapha University and Graduate School Trisakti Institute of Tourism.

The Experts are as follow:

1. Dr. Yunardi Yusuf
2. Assistant Prof. Dr. Sombat Thamrongsinthaworn
3. Djoko Sudibyo SE., MM., Ph.D

By the result as follow:

Assessment Aspect		Experts			Result
		1	2	3	
Demographic					
1	Gender <ul style="list-style-type: none"><li>Male</li><li>Female</li></ul>	1	1	1	1
2	Marital Status <ul style="list-style-type: none"><li>Single</li><li>Married</li></ul>	1	1	1	1
3	Nationality <ul style="list-style-type: none"><li>Indonesian</li><li>Non-Indonesian</li></ul>	1	1	1	1
4	Religion <ul style="list-style-type: none"><li>Islam</li><li>Christian</li><li>Buddhist</li><li>Hindu</li><li>Others</li></ul>	1	1	1	1
5	Do you know about Sharia Compliant Hotel?	1	1	1	1
6	Have you ever experienced staying in Sharia Compliant Hotel?	1	1	1	1

Assessment Aspect		Experts			Result
		1	2	3	
Lifestyle					
7	I choose Sharia Compliant Hotel for my activities, because it is safe from alcohol and non-halal food, comfortable and convenient in term of Islamic standard	1	1	1	1
8	I choose Sharia Compliant Hotel, because I want to recommend my experiences in the hotel for my families and friends	1	1	1	1
9	I choose Sharia Compliant Hotel for my activities because of the products and services offered such as halal food and staff providing services in accordance to both Islamic and International standard	1	1	1	1
10	I choose Sharia Compliant Hotel for my activities because I trusts the benefits of the Sharia Compliant Hotel concepts such as halal food and non-alcohol consumption	1	0	1	0.67
11	I am willing to stay at Sharia Compliant Hotel for my activities even if the room rates are slightly higher than that of conventional hotel	1	0	1	0.67
12	In my opinion The Sharia Compliant Hotel has a good purpose to build Islamic environment	1	0	1	0.67
13	In my opinion I believe that Sharia Compliant Hotel have beneficial for Muslims and non-Muslims such as prohibited to explicit content in television services	1	0	1	0.67
14	In my opinion I believe that Sharia Compliant Hotel concept is applicable to both Muslim and Non-Muslim activities	1	0	1	0.67
15	In my opinion I believe that Sharia Compliant Hotel will provide all the facilities and services they promise such as halal food and non-alcohol consumption	1	0	1	0.67

Assessment Aspect		Experts			Result
		1	2	3	
16	In my opinion I believe that Sharia Compliant Hotel will not perform any activity which will put negative impact on my stay	1	0	1	0.67
17	Sharia Compliant Hotel concept keeps customers' best interests in mind	1	1	1	1
18	I will inform friends and family about Sharia Compliant Hotel	1	0	1	0.67
19	My family, my friends and I feel comfortable staying in the Sharia Compliant Hotel	1	0	1	0.67
20	I suggest Sharia Compliant Hotel to my family and friends	1	1	1	1
21	Sharia Compliant Hotel is a part of my identity	1	0	1	0.67
Features					
22	Do you agree Sharia Compliant Hotel should not serve alcohol?	1	1	1	1
23	Do you agree Sharia Compliant Hotel should only serve halal food?	1	1	1	1
24	Do you agree Sharia Compliant Hotel's staffs should be majority Muslim employees?	1	1	1	1
25	Do you agree Sharia Compliant Hotel should divide their staffs that male staff should serve single men and female staff should serve women & family?	1	1	1	1
26	Do you agree Sharia Compliant Hotel should provide Quran and prayer mats be available in each room?	1	1	1	1
27	Do you agree Sharia Compliant Hotel should prohibit explicit content in their television service?	1	1	1	1
28	Do you agree Sharia Compliant Hotel should separate different space between male and female in the same event hall?	1	1	1	1

Assessment Aspect		Experts			Result
		1	2	3	
29	Do you agree Sharia Compliant Hotel should put Markers in the room indicating the direction of Mecca?	1	1	1	1
30	Do you agree Sharia Compliant Hotel should not have nightclubs entertainment?	1	1	1	1
31	Do you agree Sharia Compliant Hotel should not arrange the beds and toilets facing the direction of Mecca and bidet should be available in the toilets?	1	1	1	1
32	Do you agree Sharia Compliant Hotel should not display any type of Art that depicts the human form especially sensual art?	1	1	1	1
33	Do you agree Sharia Compliant Hotel must separate male and female wellness facilities (swimming pool, spas, gyms and etc.)?	1	1	1	1
34	Do you agree Sharia Compliant Hotel should separate floors for single males, females and families?	1	1	1	1
35	Do you agree Sharia Compliant Hotel must be financed in line with the Islamic principles?	1	1	1	1
Motivation					
36	I believe that choosing Sharia Compliant Hotel is important to me.	1	1	1	1
37	I believe that choosing Sharia Compliant Hotel makes me feel good.	1	1	1	1
38	I believe that Sharia Compliant Hotel have influence for Muslims and non-Muslims such as prohibit explicit content in their television service	1	1	1	1
39	I believe that the Sharia Compliant Hotel has been successful in getting the needs and wants from their guests	1	1	1	1

Assessment Aspect		Experts			Result
		1	2	3	
40	I believe that Sharia Compliant Hotel is more ethical than conventional hotel.	1	1	1	1
41	I can trust the products and services in Sharia Compliant Hotel such as halal food and non-alcohol consumption	1	0	1	0.67
42	I can recognize the products and services in Sharia Compliant Hotel such as halal food and staff providing services in accordance to both Islamic and International standard	1	0	1	0.67
43	Sharia Compliant Hotel has followed the International standards of services that combined with the traditions Islamic hospitality	1	1	1	1
44	Sharia Compliant Hotel has products and services according to Islamic rules and regulation such as halal food and non-alcohol consumption	1	0	1	0.67
45	I follow news and developments about Sharia Compliant Hotel concept.	1	1	1	1
Total		44	31	44	

Result of IOC: ( $IOC = \Sigma R/N$ )

$R = 44 + 31 + 44$  (Scores from Experts)

$IOC = 119 / 3 = 39.67$

Item number: 45

$N = 3$  (Number of Expert)

Percentage =  $39.67/45 = 0.88\%$

## **APPENDIX B**

Validity check by correlational validity



<b>Variable / Dimensions</b>	<b>Item</b>	<b>Correlation value</b>	<b>Significance</b>	<b>Decision</b>
Lifestyle (X1)	X1-1	0.574	0.000	Valid
	X1-2	0.672	0.000	Valid
	X1-3	0.577	0.000	Valid
	X1-4	0.650	0.000	Valid
	X1-5	0.694	0.000	Valid
	X1-6	0.667	0.000	Valid
	X1-7	0.639	0.000	Valid
	X1-8	0.614	0.000	Valid
	X1-9	0.731	0.000	Valid
	X1-10	0.707	0.000	Valid
	X1-11	0.712	0.000	Valid
	X1-12	0.755	0.000	Valid
	X1-13	0.715	0.000	Valid
	X1-14	0.688	0.000	Valid
	X1-15	0.664	0.000	Valid
Features (X2) Sharia Compliant Hotel Operation	X2-1	0.624	0.000	Valid
	X2-2	0.643	0.000	Valid
	X2-3	0.660	0.000	Valid
	X2-4	0.594	0.000	Valid
	X2-5	0.635	0.000	Valid
	X2-6	0.699	0.000	Valid

	Item	Correlation value	Significance	Decision
Features (X3) Sharia Compliant Hotel Development (Design & Interior)	X3-1	0.664	0.000	Valid
	X3-2	0.638	0.000	Valid
	X3-3	0.639	0.000	Valid
	X3-4	0.745	0.000	Valid
	X3-5	0.691	0.000	Valid
	X3-6	0.712	0.000	Valid
	X3-7	0.709	0.000	Valid
Features (X4) Sharia Compliant Hotel Financial	X4	0.687	0.000	Valid
Motivation to Purchase (Y)	Y-1	0.772	0.000	Valid
	Y-2	0.744	0.000	Valid
	Y-3	0.810	0.000	Valid
	Y-4	0.733	0.000	Valid
	Y-5	0.708	0.000	Valid
	Y-6	0.690	0.000	Valid
	Y-7	0.760	0.000	Valid
	Y-8	0.761	0.000	Valid
	Y-9	0.764	0.000	Valid
	Y-10	0.707	0.000	Valid

## **APPENDIX C**

Reliability check by Reliability analysis

<b>Variable / Dimensions</b>	<b>Item</b>	<b>Cronbach's Alpha</b>	<b>Decision</b>
Lifestyle (X1)	X1-1	.957	Reliable
	X1-2	.956	Reliable
	X1-3	.957	Reliable
	X1-4	.956	Reliable
	X1-5	.956	Reliable
	X1-6	.956	Reliable
	X1-7	.957	Reliable
	X1-8	.956	Reliable
	X1-9	.956	Reliable
	X1-10	.956	Reliable
	X1-11	.956	Reliable
	X1-12	.955	Reliable
	X1-13	.956	Reliable
	X1-14	.956	Reliable
	X1-15	.956	Reliable
Features (X2) Sharia Compliant Hotel Operation	X2-1	.956	Reliable
	X2-2	.956	Reliable
	X2-3	.956	Reliable
	X2-4	.957	Reliable
	X2-5	.956	Reliable
	X2-6	.956	Reliable

Features (X3) Sharia Compliant Hotel Development (Design & Interior)	X3-1	.956	Reliable
	X3-2	.956	Reliable
	X3-3	.957	Reliable
	X3-4	.955	Reliable
	X3-5	.956	Reliable
	X3-6	.956	Reliable
	X3-7	.956	Reliable
Features (X4) Sharia Compliant Hotel Financial	X4	.956	Reliable
Motivation to Purchase (Y)	Y-1	.937	Reliable
	Y-2	.940	Reliable
	Y-3	.937	Reliable
	Y-4	.940	Reliable
	Y-5	.940	Reliable
	Y-6	.941	Reliable
	Y-7	.938	Reliable
	Y-8	.937	Reliable
	Y-9	.939	Reliable
	Y-10	.942	Reliable

**APPENDIX D**

## Questionnaire

SECTION A: The following statements describe demographic characteristics. Please tick in the space provided.

1. Gender:

☐ Male

☐ Female

2. Marital Status:

☐ Single

☐ Married

3. Country of Citizenship: \_\_\_\_\_

4. Religion:

☐ Islam

☐ Christian

☐ Buddhist

☐ Hindu

☐ Others: \_\_\_\_\_

5. Do you know about Sharia Compliant Hotel?

☐ Yes

☐ No

6. Have you ever experienced staying in Sharia Compliant Hotel?

☐ Yes

☐ No

SECTION B: The following statements describe the Lifestyle. Please indicate in general, the extent you agree or disagree with these statements. Please tick in the space provided.

Strongly agree      5

Agree                4

Neutral              3

Disagree            2

Strongly disagree   1

NO	Questionnaire	1	2	3	4	5
7	I choose Sharia Compliant Hotel for my activities, because it is safe from alcohol and non-halal food, comfortable and convenient in term of Islamic standard					
8	I choose Sharia Compliant Hotel, because I want to recommend my experiences in the hotel for my families and friends					
9	I choose Sharia Compliant Hotel for my activities because of the products and services offered such as halal food and staff providing services in accordance to both Islamic and International standard					
10	I choose Sharia Compliant Hotel for my activities because I trusts the benefits of the Sharia Compliant Hotel concepts such as halal food and non-alcohol consumption					
11	I am willing to stay at Sharia Compliant Hotel for my activities even if the room rates are slightly higher than that of conventional hotel					
12	In my opinion The Sharia Compliant Hotel has a good purpose to build Islamic environment					
13	In my opinion I believe that Sharia Compliant Hotel have beneficial for Muslims and non-Muslims such as prohibited to explicit content in television services					
14	In my opinion I believe that Sharia Compliant Hotel concept is applicable to both Muslim and Non-Muslim activities					



NO	Questionnaire	1	2	3	4	5
15	In my opinion I believe that Sharia Compliant Hotel will provide all the facilities and services they promise such as halal food and non-alcohol consumption					
16	In my opinion I believe that Sharia Compliant Hotel will not perform any activity which will put negative impact on my stay					
17	Sharia Compliant Hotel concept keeps customers' best interests in mind					
18	I will inform friends and family about Sharia Compliant Hotel					
19	My family, my friends and I feel comfortable staying in the Sharia Compliant Hotel					
20	I suggest Sharia Compliant Hotel to my family and friends					
21	Sharia Compliant Hotel is a part of my identity					

SECTION C: The following statements describe the Features. Please indicate in general, the extent you agree or disagree with these statements. Please tick in the space provided.

Strongly agree                      5  
 Agree                                      4  
 Neutral                                      3  
 Disagree                                      2  
 Strongly disagree                      1

NO	Questionnaire	1	2	3	4	5
22	Do you agree Sharia Compliant Hotel should not serve alcohol?					
23	Do you agree Sharia Compliant Hotel should only serve halal food?					

NO	Questionnaire	1	2	3	4	5
24	Do you agree Sharia Compliant Hotel's staffs should be majority Muslim employees?					
25	Do you agree Sharia Compliant Hotel should divide their staffs that male staff should serve single men and female staff should serve women & family?					
26	Do you agree Sharia Compliant Hotel should provide Quran and prayer mats be available in each room?					
27	Do you agree Sharia Compliant Hotel should prohibit explicit content in their television service?					
28	Do you agree Sharia Compliant Hotel should separate different space between male and female in the same event hall?					
29	Do you agree Sharia Compliant Hotel should put Markers in the room indicating the direction of Mecca?					
30	Do you agree Sharia Compliant Hotel should not have nightclubs entertainment?					
31	Do you agree Sharia Compliant Hotel should not arrange the beds and toilets facing the direction of Mecca and bidet should be available in the toilets?					
32	Do you agree Sharia Compliant Hotel should not display any type of Art that depicts the human form especially sensual art?					
33	Do you agree Sharia Compliant Hotel must separate male and female wellness facilities (swimming pool, spas, gyms and etc.)?					

NO	Questionnaire	1	2	3	4	5
34	Do you agree Sharia Compliant Hotel should separate floors for single males, females and families?					
35	Do you agree Sharia Compliant Hotel must be financed in line with the Islamic principles?					

SECTION D: The following statements describe the Motivation. Please indicate in general, the extent you agree or disagree with these statements. Please tick in the space provided.

Strongly agree      5

Agree                4

Neutral              3

Disagree            2

Strongly disagree   1

NO	Questionnaire	1	2	3	4	5
36	I believe that choosing Sharia Compliant Hotel is important to me.					
37	I believe that choosing Sharia Compliant Hotel makes me feel good.					
38	I believe that Sharia Compliant Hotel have influence for Muslims and non-Muslims such as prohibit explicit content in their television service					
39	I believe that the Sharia Compliant Hotel has been successful in getting the needs and wants from their guests					
40	I believe that Sharia Compliant Hotel is more ethical than conventional hotel.					
41	I can trust the products and services in Sharia Compliant Hotel such as halal food and non-alcohol consumption					

NO	Questionnaire	1	2	3	4	5
42	I can recognize the products and services in Sharia Compliant Hotel such as halal food and staff providing services in accordance to both Islamic and International standard					
43	Sharia Compliant Hotel has followed the International standards of services that combined with the traditions Islamic hospitality					
44	Sharia Compliant Hotel has products and services according to Islamic rules and regulation such as halal food and non-alcohol consumption					
45	I follow news and developments about Sharia Compliant Hotel concept.					

## **APPENDIX E**

Recognition letter









## BIOGRAPHY

Name	Mr. Candra Hidayat
Date of birth	September 18, 1984
Place of birth	Jakarta
Present address	Perumahan Taman Cirendeu Jl. Taman Cirendeu Raya No. 1 Kav 18 RT/RW 004/006Cirendeu, CiputatTimur Indonesia. Post Code 15419
Position Held	
2014-2015	Food & Beverage Manager at Cipta Hotel Pancoran
2012-2013	Assistant Food & Beverage Manager at Sanghyang Indah Spa Resort
2011-2012	Assistant Manager (PJS) at Sate Khas Senayan
2007-2010	Waiter at Costa Cruise Ships Catering and ServicesInternational N.V.
Education	
2002-2006	Bachelor Hospitality Management Trisakti Institute of Tourism, Indonesia
2015-2016	Master of Management in International Tourism Management (MM. in ITM) Facult of management and tourism Burapha University, Chonburi, Thailand Master in Tourism (M.Par) Graduate School Trisakti Institute of Tourism, Indonesia