

Sharia Hotels: Consumer Decisions to Use Hospitality Services Viewed from the Perspective of Prices and Sharia Labels in Medan

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ABSTRACT

The growth of sharia hotels in the hospitality industry is still a stranger to the people of Indonesia, although halal tourism is starting to develop rapidly. This study aims to determine whether the price and use of sharia labels in the hotel company Syariah Hotel Grand Jamee Medan affect consumer decisions to use hospitality services. Determination of the value is based on the Likert Scale respondents' opinions are given in each answer to the questionnaire. The population used in this study are all consumers who have used the hotel services products of Hotel Syariah Grand Jamee Medan. The number of samples in this study was 30 consumers of Hotel Syariah Grand Jamee Medan. The results of this study indicate that the pricing and use of sharia labels in the hotel company Syariah Hotel Grand Jamee Medan affect consumer decisions in using hospitality services. In the R Square analysis, the number 0.616 means that 61.6% of the dependent variable on consumer decisions to use services can be explained by the independent variable price and sharia label.

Keywords: *price; sharia label; consumer decision; sharia hotel*

A. INTRODUCTION

The word Sharia has been gaining exceptional public traction recently. In the euphoria of the Islamic economy, it turns out that the community has begun to set guidelines for determining the products to be consumed, both in the form of goods and services. People consciously or unconsciously pay attention to product labels when choosing and using a product. This is an advantage for agencies or companies that offer services or goods. The spirit of sharia industry is also growing in various parts of the world, including countries with Muslim minorities. Korea, Britain, Thailand, Japan, and other countries are competing to develop the sharia industry in their respective countries.

In Indonesia, if previously only banking institutions were labeled Sharia, now several other institutions are labeled Sharia. The perception of the sharia industry has penetrated the tourism sector, commonly called halal tourism (Mansyurah, 2019). The management of

the sharia hotel industry is now a business that cannot be separated from these sharia tourism activities. According to data from the Central Statistics Agency, in 2019, the number of foreign tourist visits to Indonesia reached 16.11 million trips, an increase of 1.88 percent compared to the number of foreign tourist visits in the same period in 2018, which amounted to 15.81 million trips. Meanwhile, foreign tourist visit to Indonesia through all entrances in December 2021 totaled 163,619 visits or decreased by -0.28% compared to December 2020, which amounted to 164,079 visits (Central Bureau of Statistics, www.bps.go.id, 2022). Graphically in the last five years, it can be seen in Figure 1.

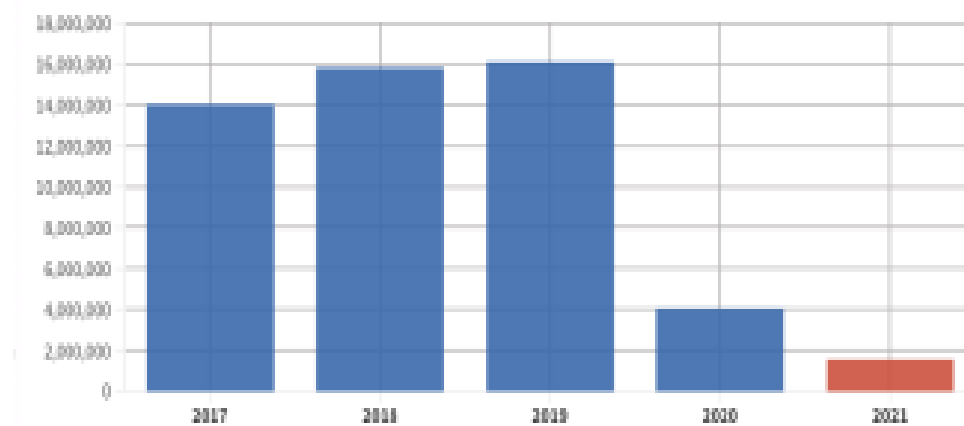


Figure 1. Data on Foreign Tourist Visits to Indonesia 2017-2021
Source: Central Statistics Agency (BPS)

In Figure 2, the Central Statistics Agency (BPS) records room occupancy rates (TPK) star hotels in Indonesia was 51.57% in December 2021. That percentage is 10.78 points higher than the same period the previous year of 40.79%. Even the Room Occupancy Rate (TPK) for star classification hotels in Indonesia in May 2022 reached an average of 49.85 percent or an increase of 17.88 points compared to the April 2021 TPK, which is 31.97 percent.

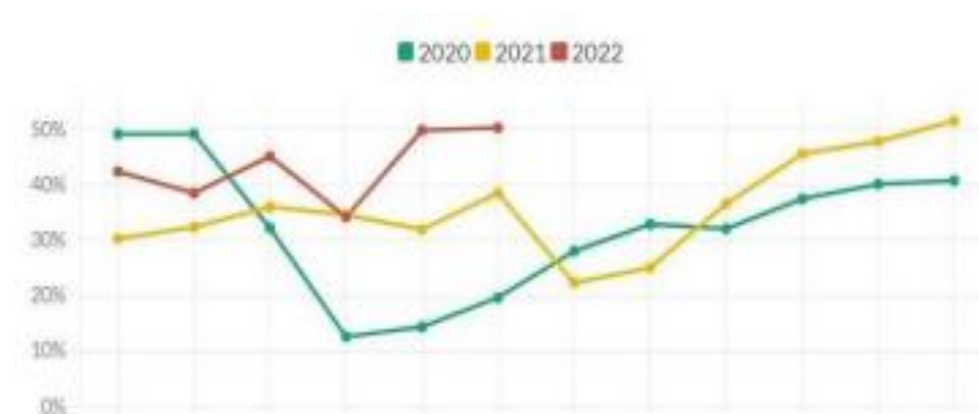


Figure 2. Graph of Room Occupancy Rates for Star Hotels in Indonesia 2020-2022
Source: Central Statistics Agency (BPS)

The growth of sharia hotels in the hospitality industry is still a stranger to the people of Indonesia. This is due to the lack of clear information regarding the standardization of the establishment of the sharia hotel itself. Many hotel professionals are still unsure of the legality of establishing the sharia label as a reference. If you refer to the laws and regulations, there are no official regulations that enforce sharia hotel standards. However, one of the guidelines that can be used refers to the fatwa of the MUI National Sharia Council No. 108/DSN-MUI/X/2016 concerning Guidelines for the Implementation of Tourism Based on Sharia Principles (Andayani, 2014). Although the existence of Sharia Hotels in Indonesia is slowly growing, even though it has not been certified as Sharia Hotel by the MUI, most of the entrepreneurs involved in this business have established rules that follow Sharia principles in running their business. In Indonesia, the sharia hotel industry is still dominated by two-star hotels, and some are run as family businesses (Basalamah, 2011).

Companies need to develop their marketing strategies by assessing potential target markets. The components of the marketing mix are product, price, communication (advertising), sales, and services provided to target market consumers, which is a combination of all components that satisfy consumer wants and needs and provide superior value (J. Supranto, 2008). For this statement, the label or brand image is an ensemble of the product.

Brand image is what consumers think and feel when they hear or see a brand name or what they learn about a brand. In addition to the label, the problem of consumers in choosing a product is the price. Price is also one of the most potent factors influencing product purchasing decisions. Price is the amount of money charged for a product or service or the total value exchanged by consumers to own or use the product/service (Kotler P., Armstrong, 2003). Pricing strategy is critical to provide consumers with added value and influence product image and purchasing decisions (Rambat, 2011).

In principle, the consumer's decision to buy a product is the same in all processes where consumers claim to be able to satisfy their needs and wants. It is undeniable that every consumer has their perception in choosing a product. This is in line with Kotler and Keller's theory which defines consumption perception as a state that depends not only on physical stimuli but also on stimuli related to the environment and individual circumstances (Kotler, 2007). In this case, the Sharia label is spread throughout the region. At the same time, the price reflects the consumer's financial condition when choosing or deciding on a product through the level of satisfaction consumers feel in using the product.

In general, sharia hotels are the same as conventional hotels. However, what makes it different is that sharia hotels are established with Islamic law facilities to minimize the practice of adultery, alcohol, and gambling. However, do hotels that use the Sharia label apply Sharia principles in their business operations? Also, how do the price of sharia hotel compete with the conventional hotel business even though the sharia hotel guarantee is higher than the conventional hotel guarantee? Moreover, how consumers decide to use hotel services with Sharia prices and labels set by the hotel.

For this reason, the authors feel it is essential to examine the decision of consumers to use sharia hotel services. This study will see how a customer decides to use sharia hotels on the price factor and sharia label. Based on the existing problems, the authors chose the hotel company Syariah Hotel Grand Jamee Medan, which is located at Jalan Ring Road Gagak Hitam No. 92 Medan Sumatera Utara as a place of research to see whether the sharia label is sold even though it does not seem exclusive at a standard price and to see how the sharia label is from the perspective of Indonesian people.. Hotel Syariah Grand Jamee Medan's prices are competitive with hotel prices in its class.

This is in accordance with the results of previous studies by (Mariyanti et al., 2018) entitled Consumer Perceptions of Interest in Visiting Sharia Hotels in Padang City. Their research results show that perceptions of value and price influence most perceptions of Sharia Hotel visitors visiting Padang City. Another study with the title halal label, brand, and price in purchasing decisions in the city of Medan found that consumer purchasing decisions in Medan are sequentially influenced by the brand, price, and halal label (Marpaung, 2017).

From several studies conducted, there is still few research on the Sharia label applied in the hotel business, seeing the number of halal tourists today. In addition, many studies on consumer decisions are examined in terms of consumer perceptions conventionally by looking at various factors in the marketing mix. However, there are still few researchers who speak specifically from the perspective of Sharia. Therefore, there is still a lack of public understanding about the application of sharia principles in sharia business.

Based on the existing problems, the author must examine the perception of sharia values and price perceptions when deciding to use hotel services. Today, many companies used the word Sharia before or after their brand to attract the market. This study examined the effect of Islamic principles such as labels on a product and competitive prices on consumer choice through the level of consumer satisfaction when using the product.

B. LITERATURE REVIEW

1. Hotel Syariah

Hotel is derived from the French language, namely hostel, taken from the Latin Hospes. A hotel is a form of commercially managed accommodation provided for everyone to obtain services and lodging along with eating and drinking (Perwani, 1992). Meanwhile, Sharia has explained "the road to a water source" technically. Sharia means a legal system and rules of behavior that are by the teachings of the Qur'an and Hadith (Algaoud, 2001). Meanwhile, Sharia means the laws promulgated by Allah SWT to His servants so that they believe and do good deeds in order to bring happiness to life in this world and the hereafter. These laws are called Sharia because of their straight position, and the correct system does not deviate from what is ordered by Allah SWT (Borham, 2002).

The provisions related to sharia hotels based on the DSN-MUI Fatwa No: 108/DSNMUI/X/2016 are as follows:

- a. Sharia hotels may not provide access to pornography and immoral acts.
- b. Sharia hotels may not provide facilities that lead to polytheism, immorality, pornography, and immoral acts.
- c. Food and drinks provided by sharia hotels must have obtained a halal certificate from the MUI.
- d. Provide adequate equipment and facilities for worship.
- e. Hotel managers and employees are required to wear clothes that follow sharia.
- f. Sharia hotels must have guidelines regarding hotel service procedures to ensure the implementation of hotel services following sharia principles.
- g. Sharia hotels are required to use the services of Islamic financial institutions in providing services (Number: 108/DSN-MUI/X/2016, 2016).

2. Purchase Decision

a. Understanding Purchase

Decisions purchasing are a stage in the purchase decision-making process where consumers buy the product. In the evaluation stage, consumers form brand preferences in the choice set (Ong & Sugiharto, 2013). Consumer purchasing decisions are the selection of one action from two or more choices (Tjiptono, 2012). According to Schiffman and Kanuk (2004:547) in (Subagio, 2013), purchasing decisions are the selection of two or more choices. This means that if someone can decide, there must be several choices. The decision to buy can lead to how the decision-making process is carried out.

Purchasing decisions are the selection of several choices that consumers have, where consumers determine the choice of products or services that will be selected later. This means that before making a purchase decision, consumers usually have several considerations or confident choices before finally deciding on an option to buy.

According to (Sangadji, E. M., 2013), three main factors influence consumers to make decisions, namely:

- 1) Psychological factors include perception, motivation, learning, attitudes, and personality.
 - 2) The influence of situational factors, including the state of the facilities and infrastructure for shopping, shopping time, product use, and conditions at the time of purchase.
 - 3) Social factors influence, including laws/regulations, family, reference groups, social class, and culture.
- b. Decisions on the Use of Service Products in Islamic Studies

Kotler and Keller state that the dimensions and indicators of purchasing

decisions to buy a product include six sub-decisions: product choice, brand choice, price, distribution choice, purchase time, and the number of purchases (Tjiptono, 2012). When observing the dimensions and indicators of purchasing decisions, consumers always consider the selection of products, brands, retailers, time of purchase, and the number of purchases that meet consumer needs.

Humans must distinguish between needs and wants, good and evil. Based on QS. Al-Maidah: 100 means: *"Say: there is not the same as bad with the good, even though the abundance of the bad attracts your heart, so fear Allah, O people of understanding, so that you will get good luck."* (Translator, 2003a)

The prioritization of what is called *tayyib* (good) and what is lawful over *khabits* (bad) and *haram* is one way that can be considered very good to make these healthy and wise choices coincide. Something good and something wrong will never be the same anymore. Islam gives humans much individual freedom in terms of consumption. They are free to spend their wealth to buy excellent and lawful goods to fulfill their desires as long as they do not violate the "requirements." However, the freedom referred to here is limited to the good and the holy. Based on QS. An-Nahl: 114, which means: *"Then eat lawful and good from the sustenance that Allah has given you."* (Translator, 2003b)

The word "eat" does not only refer to the way of consuming food and beverages but also to the way of using products and services. Basically, Muslims are not allowed to consume any service products, but only certain products considered clean, hygienic, nutritious, high quality, and halal. The choice of the word "eat" is not only because it is a basic human need but also because food supports human activities. Because without food, a person becomes weak and cannot do any activity (Shihab, 2002).

3. Price

a. Understanding Price

Price is the amount of money charged for a product or the exchange rate consumers have for the benefits of owning or using the product (Kotler P., Armstrong, 2003). Another definition mentions price as one element of the marketing mix that the company can control. For companies, price is an exchange rate of goods and services expressed in monetary units. Prices also describe the overall costs of producing these goods and services, as well as the profit margins obtained by the company (Sumarwan, 2015).

A price is a marketing tool used by an organization (marketing objectives). A price is an essential tool, a factor that influences buyer decisions in public sector (Limakrisna, Hindan N., & Susilo, 2012). According to (Amalia, 2010), price is the amount of money that states the exchange value of a specific object unit. According to (Armstrong, 2008), there are four indicators that characterize the

price: price affordability, price suitability with product quality, price competitiveness, and price suitability with benefits.

b. Hotel Prices Hotel

The Price for each room according to the respective facilities. Pricing depends on facilities, services, equipment, room size, and location. Determination of hotel room prices based on the average occupancy rate of hotel rooms that can guarantee a return on investment made is a system for determining hotel price rates based on the value or benefits of the products offered. Determination of hotel prices by providing special rates or discounts in the form of attractive packages by providing various facilities that prospective hotel customers can enjoy .

Prices affect the level of income. On determining the price, use the correct analysis, so there is no spike in the market price when the price is quoted. The correct price for revenue management is adjusted to the value the customer will obtain after making the payment. The hotel business is related to the quality and quantity of accommodation and brand. Hotels can set high prices when branding is at its peak available so it will not disappoint customers (Sumarsono, 2019). The effect of hotel prices on consumers decisions to stay can be concluded that hotel prices influence consumer decisions to stay where prices are flexible (can be adjusted quickly) by price competition in the market and the facilities provided by the hotel.

4. Sharia Label

a. Definition of Label

A label, or a brand, can be defined as a name, term, sign, symbol, design, or a combination of all that can be used to distinguish the goods and services of one company from another. A well-known and trusted brand is an invaluable asset. Brands develop into the largest source of assets and are essential to the company's marketing activities (Marpaung, 2017). According to *Kamus Besar Bahasa Indonesia*, a label is a piece of paper (fabric, metal, wood, etc.) that is affixed to an item and explains the name of the item, the owner's name, destination, address, and so on (*Kamus Besar Bahasa Indonesia*, 2020).

Brands can also be called "labeling." The brand is related to consumer confidence in a product or service which is believed to meet their needs and provide better and guaranteed satisfaction. The term brand appears when product competition is getting sharper and causes the need to strengthen the role of labels to group products and services owned in one unit to differentiate the product from competing products. In essence, a brand guarantees quality, origin, and performance, thereby increasing the customer's perceived value and reducing the risk and complexity of making decisions (Sukhmono, 2011).

According to (Philip Kotler dan Waldemar Pfoertsch, 2006), the brand also has the following meanings:

- 1) The brand is a promise.
- 2) The brand is people's perception of a product, service, or business.
- 3) Brands have a privileged position in customers' minds based on past experiences, associations, and future expectations.
- 4) The brand is a shortcut of attributes, benefits, beliefs, and values that differentiate, reduce complexity, and simplify decision-making.

Through the meaning above, the brand or label listed on the company name must have all the above components. Among other things, the promise is to provide services following the instructions of the Qur'an and Sunnah. Brands or labels must also be able to convince the public that their service products are following Sharia through implementation. Brands or labels must also be able to get a special place in the minds of consumers and as a tool to differentiate from conventional hotels to facilitate consumer decision-making in choosing Sharia hotels.

b. Terms *Brand* or brand or label In Islam

The brand is a name, and in Islam, the name is a prayer and hope, and we are encouraged to give a good name to our children. In the Islamic concept, there are at least three things that must be considered in giving a name: (Sukhmono, 2011)

- 1) The name contains the meaning of praise, such as; Ahmad or Muhammad
- 2) Contain the meaning of prayer and hope, such as; Aflah or Sholih
- 3) Contain the meaning of enthusiasm or cause enthusiasm when you hear it like; Saefullah or Asadullah

The Sharia label already contains the three provisions above regarding the Islamic branding concept. Shari'a means the path to the fountain or the path of light that believers must traverse or follow (Abu Daud, 1994). From this understanding, it is implied that there is praise to Allah SWT as the creator of the laws that guide human life. Then it contains prayers and hopes from the sentence "to the water source," meaning that everything done aims to get a blessing from Allah SWT. Finally, it contains the meaning of spirit, namely, by carrying out all the provisions of Allah SWT, and all happiness in this world and the hereafter will be achieved.

In Islam, the concept of branding has been taught by the Prophet Muhammad SAW, and he is not an owner of a company that has a well-known brand. However, he has powerful personal branding. With his trust, honesty, and integration, the Prophet Muhammad was trusted by many entrepreneurs, including Siti Khadijah, to run his business (Thorik Gunara dan Utus Hardiono S, 2007). They do not hesitate to invest their wealth in the Prophet Muhammad because the role model in the Prophet Muhammad has proven to be honest and professional. This teaches

that if you want a brand name or brand or label to be known and needed by the community, it is essential to prove it first, both in terms of quality and other aspects.

Not much different from the theory of choosing a brand or brand or label in business, we should pay attention to several aspects so that our brand or brand gains success. So that a brand that can be adequately managed is able to last tens or even hundreds of years. The following are the provisions for making or choosing a good brand: (Sukhmono, 2011)

- 1) First, obey the laws of S&W (Speakable & Writable). A brand should be easy to pronounce and write because if the brand is difficult to pronounce, then the brand will be easily forgotten. One way is only to use a maximum of two syllables because if it is too long, it will be difficult to remember.
- 2) Second, the brand must have a good meaning and be accepted by consumers. Companies must also be careful in branding because the languages in this world are very diverse. A syllable may have an exemplary meaning in one region or country but a lousy meaning in another.
- 3) Third, the brand must have a meaning that your consumers can capture. Like the name of a Sharia Bank, it certainly means that the Bank operates using Sharia rules.
- 4) Fourth, the shape of the logo or brand writing is easy to see and read.

c. Label Indicators

If you want a label name or brand to be easily recognized and needed by the public, it is essential to prove first that the product itself is of good quality and other aspects. Several indicators can measure Kotler and Keller labels. Among them are: (Kotler, 2007)

- 1) Memorable
- 2) Meaningful
- 3) Likable

This research relates to customer decisions in using Islamic hospitality services from the perspective of price and Sharia labels applied to Islamic hotels. The variables used are consumer decisions, prices, and Sharia labels. The framework of thought can be seen in Figure 3 below:

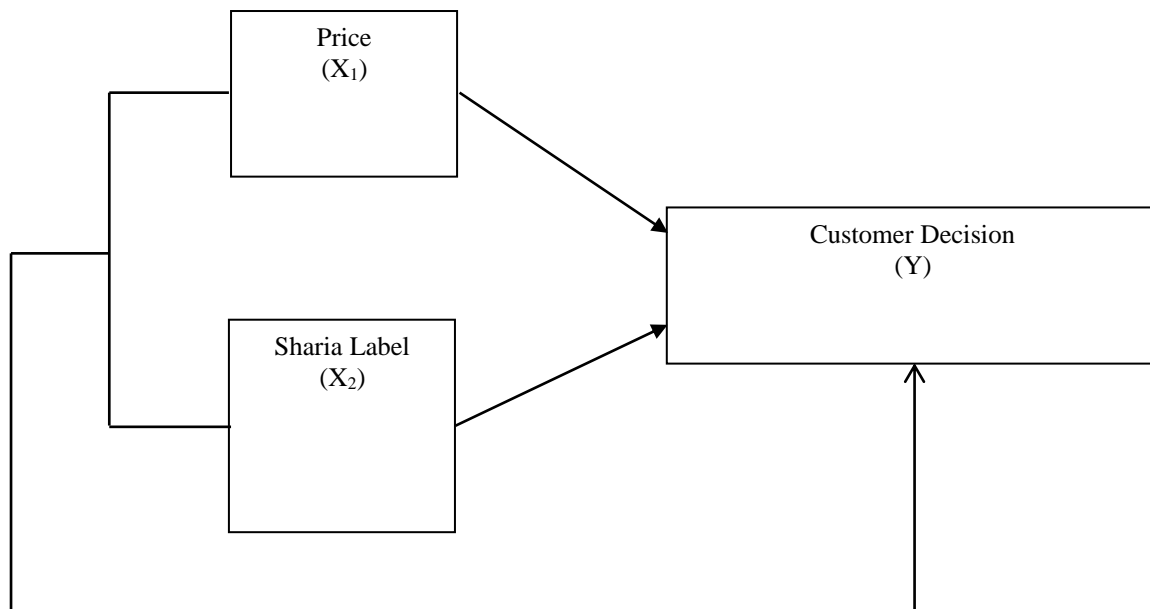


Figure 3. Conceptual Framework

C. RESEARCH METHOD

The type of research used in this research is associative research methods with a quantitative approach. This research was conducted at the Grand Jamee Syariah Hotel Medan, located at Jalan Ring Road Gagak Hitam No. 92 North Sumatra.

Table 1. Operational Definition

No	Variable	Dimension	Indicator	Scale
1	Customer Decision (Sangadji, E. M., 2013)	1. Psychological Factors	1. Perseption 2. Motivation 3. Learning 4. Attitude 5. Personality	Likert
		2. Situational Factors	1. Facilities 2. Shopping Time 3. Conditions Purchase	
		3. Social Factors	1. Law 2. Family 3. Reference Group 4. Social Class 5. Culture	

No	Variable	Dimension	Indicator	Scale
2	Price (Amstrong, 2008)	Characteristics of Price	1. Price affordability 2. Price Appropriateness 3. Price competitiveness 4. Price compatibility with benefits	Likert
3	Sharia Label (Kotler, 2007)	Principle Sharia Label	1. Aspect of halal 2. Teaching Compability religion 3. Rememberable 4. Meaningful 5. Likeable	Likert

Researchers used a Likert scale to measure each variable. The determination of the value is based on the Likert Scale. The respondent's opinion is the result of the sum of the scale values given in each answer to the questionnaire. The population in this study are all consumers who have used the hotel services products of Hotel Syariah Grand Jamee Medan. The number of samples in this study was 30 consumers of Hotel Syariah Grand Jamee Medan.

D. RESULTS AND DISCUSSION

1. Descriptive Analysis of Data

a. Characteristics of Respondents

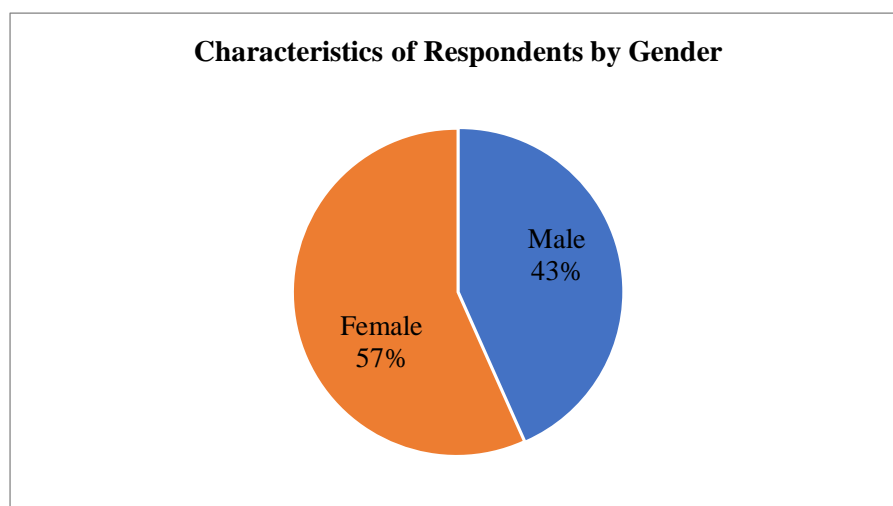


Figure 4. Characteristics of Respondents by Gender

Based on Figure 4 above, it can be stated that the number of female respondents who dominated this study was 17 respondents (56.67%).

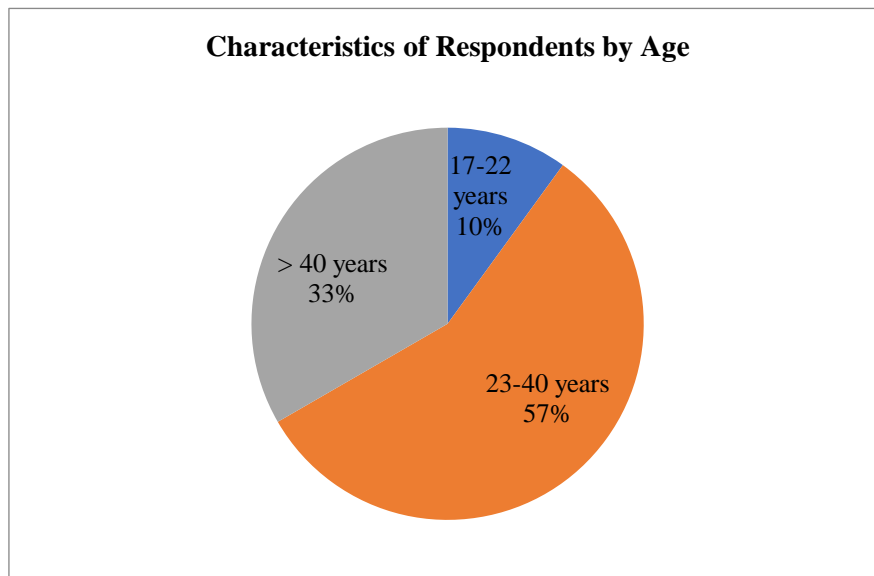


Figure 5. Characteristics of Respondents by Age

Based on Figure 5, it can be stated that the number of age respondents who dominate in this study is in the age range of 23-40 years, with as many as 17 respondents (56.67%).

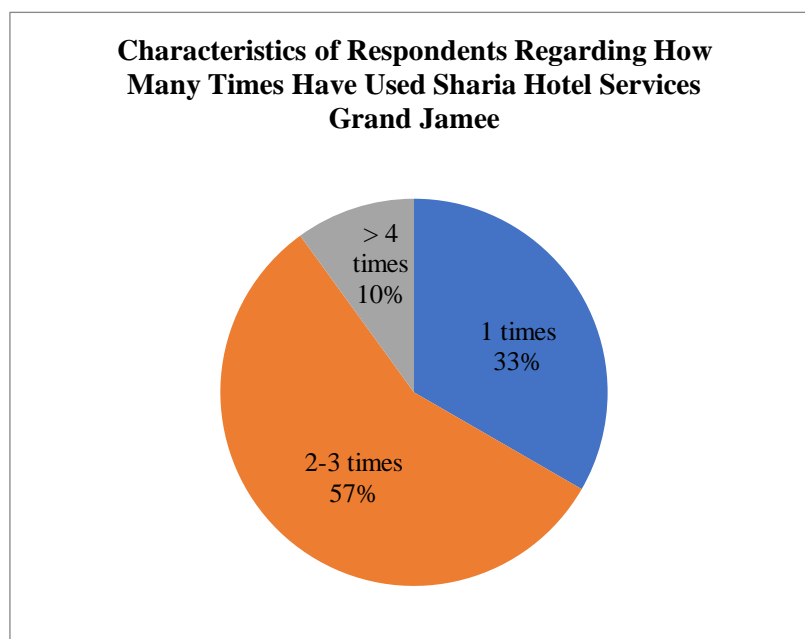


Figure 6. Respondents Regarding How Many Times Have Used Sharia Hotel Services Grand Jamee Medan

Based on Figure 6, it can be stated that the number of respondents about how many times have used the hospitality services of Hotel Syariah Grand Jamee Medan. In this study, 17 respondents (56.67%) used the services of the Grand Jamee Medan Syariah Hotel 2-3 times.

b. Statistics Data

1) Price Variable

Table 2. Percentage of Respondents' Answers Based on Price Variables

Items Question	Answer Score Respondents									
	SS		S		KS		TS		STS	
	F	%	F	%	F	%	F	%	F	%
1	4	13,33%	12	40%	5	16,66%	9	30%	-	-
2	4	13,33%	8	26,66%	10	33,33%	8	26,66%	-	-
3	15	50%	14	46,66%	1	3,33%	-	-	-	-
4	4	13,33%	18	60%	3	10%	5	16,66%	-	-
5	6	205	19	63,33%	5	16,66%	-	-	-	-

From table 2 it can be explained by the following statements:

- In question 1, most respondents stated that the price offered by Hotel Syariah Grand Jamee Medan is affordable. As many as 12 respondents (40%), while the others strongly disagree.
- In Question 2, the majority of respondents stated that they disagreed that the price offered by Hotel Syariah Grand Jamee Medan, in your opinion, reflects the quality and quality of 10 respondents (33.33%). In contrast, the minority stated that they strongly disagreed.
- In Question 3, most respondents strongly agree that the prices offered by Hotel Syariah Grand Jamee Medan compete with comparable hotel prices, as many as 15 respondents (50%). At the same time, the minority stated disagreed and strongly disagreed.
- In Question 4, the majority of respondents agree that the price offered by Hotel Syariah Grand Jamee Medan is by the benefits you get 18 respondents (60%), while the minority states strongly disagree.
- In Question 5, most respondents agreed that the price offered by Hotel Syariah Grand Jamee Medan was by the services provided by many as 19 respondents (63.33%). At the same time, the minority stated disagreed and strongly disagreed.

2) Sharia Label Variable

Table 3. Percentage of Respondents' Answers Based on Sharia Label Variables

Items Question	Answer Score Respondents									
	SS		S		KS		TS		STS	
	F	%	F	%	F	%	F	%	F	%
1	11	36,66%	15	50%	2	6,66%	1	3,33%	-	-
2	8	26,66%	18	60%	3	10%	-	-	1	3,33%
3	7	23,33%	21	70%	-	-	2	6,66%	-	-
4	11	36,66%	11	36,66%	3	10%	5	16,66%	-	-
5	6	20%	12	40%	8	26,66%	2	6,66%	2	6,66%

From table 3 it can be explained by the following statement:

- Question 1, the majority of respondents agreed that the administrative procedures and information took place honestly at the Grand Jamee Hotel Syariah Medan, as many as 15 respondents (50%), while the minority strongly disagreed.
- In question 2, most respondents agreed that the services offered at Hotel Syariah Grand Jamee Medan were fair. As many as 18 respondents (60%), while the minority said they disagreed.
- In question 3, most respondents agreed that Hotel Syariah Grand Jamee Medan did not accept non-mahram couples, as many as 21 respondents (70%). At the same time, the minority stated that they did not agree and strongly disagreed.
- In question 4, most respondents strongly agree that Hotel Syariah Grand Jamee Medan is universally open to all circles, not restricted to only certain groups of 11 respondents (36.66%), while the minority said they strongly disagree.
- In question 5, the majority of respondents agreed that Hotel Syariah Grand Jamee Medan was open and transparent in informing the state of the hotel consumers, as many as 12 respondents (40%). In comparison, the minority expressed disagreement and strongly disagreed with as many as two respondents (6.66%).

3) Consumer Decision Variables

Table 4. Percentage of Respondents' Answers Based on Consumer Decisions to Use Services

Items Question	Answer Score Respondents									
	SS		S		KS		TS		STS	
	F	%	F	%	F	%	F	%	F	%
1	8	26,66%	12	40%	2	6,66%	8	26,66%	-	-

Items Question	Answer Score Respondents									
	SS		S		KS		TS		STS	
	F	%	F	%	F	%	F	%	F	%
2	13	43,33%	13	43,33%	4	13,33%	-	-	-	-
3	9	30%	19	63,33%	2	6,66%	-	-	-	-
4	5	16,66%	15	50%	6	20%	4	13,33%	-	-
5	9	30%	15	50%	6	20%	-	-	-	-

From table 4 it can be explained by the following statement:

- a) Question 1, the majority of respondents agreed that as a Muslim, you feel you have to use a product that uses a sharia label because it is guaranteed to be halal. As many as 12 respondents (40%) strongly disagree, while a minority stated.
- b) Question 2, the majority of respondents strongly agree and agree that you are looking for information about the superiority of hotel service products at Hotel Syariah Grand Jamee Medan 13 respondents (43.33%). At the same time, the minority stated disagreed and strongly disagreed.
- c) Question 3, the majority of respondents agreed that you are looking for a similar alternative solution if it is not possible to use the services of Hotel Syariah Grand Jamee Medan. As many as 19 respondents (63.33%), while the minority stated disagree and strongly disagree.
- d) Question 4, the majority of respondents agreed that you decided to use the service product of Hotel Syariah Grand Jamee Medan with your consideration, 15 respondents (50%), while the minority stated strongly disagreed.
- e) In question 5, most respondents agreed that they would recommend Hotel Syariah Grand Jamee Medan to others because they have felt the comfort of Hotel Syariah Grand Jamee Medan as many as 15 respondents (50%). At the same time, the minority stated disagree and strongly disagreed agree.

2. Multiple Regression Test

a. Approximate Stability Test (Test R^2)

Table 5. Tabel 5. Pengujian Ketetapan Perkiraan (test R^2)

<i>Model Summary^b</i>									
Model					<i>Change Statistics</i>				
	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>	<i>R Square Change</i>	<i>F Change</i>	<i>df1</i>	<i>df2</i>	<i>Sig. F Change</i>
1	.785 ^a	.616	.587	1.90841	.616	21.645	2	27	.000

a. Predictors: (Constant), Price, Sharia Label

b. Dependent Variable: Consumer Decision

The output results in table 5, it has a coefficient of determination (R) indicating that the value of $R = 0.785$ and $R \times R = R$ of 0.616 means that the dependent variable on consumer decisions to use services can be explained by the independent variables, namely prices and sharia labels of 61.6 % and the rest (38.4%) is explained by other variables outside of the variables used.

b. Partial Test (Test T Statistics)

Tabel 6. *Coefficients^a* Partial Test (T Statistics)

<i>Coefficients^a</i>					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	3.517	2.534		1.388	.177
Price	.398	.135	.421	2.940	.007
Sharia Label	.454	.138	.470	3.282	.003

Dependent Variable: Consumer Decision

From the results of the T-test in Figure 6, the results of the regression model formed are as follows:

$$\text{KKMJ} = 3,517 + 0,398 \text{ P} + 0,454 \text{ SL}$$

The meaning of the multiple regression equation obtained:

- 1) The constant value is 3.517. This shows that if the sharia price and label are ignored, the consumer's decision to use the service will increase by 3.517.

- 2) The regression coefficient value of the price variable is 0.398. This indicates that the price variable has a significant effect. This means that if each price increase is 1 unit, then the score of the tendency for consumer decisions to use the service will increase by 0.398, assuming the other variables have a fixed value.
- 3) The regression coefficient value of the Islamic label variable is 0.454. This indicates that the Islamic label variable has a significant effect. This means that if the sharia label increases by 1 unit, the score of the tendency for consumer decisions to use services will increase by 0.454, assuming the other variables have a fixed value.

c. Simultaneous Testing (Test F Statistic)

Table 7. Anova

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	157.665	2	78.833	21.645	.000 ^b
Residual	98.335	27	3.642		
Total	256.000	29			

a. *Dependent Variable:* Consumer Decision

b. *Predictors:* (Constant), Price, Sharia Label

From the ANOVA test in Figure 7, it shows a p-value of $0.000 < 0.05$, which means it is significant, while F-count $21.645 > 3.354$, it means that it is significant ($df1 = 3 - 1 = 2$ and $df2 = 30 - 2 - 1 = 27$). Significant here means that H_a is accepted and H_0 is rejected. This means that the regression model can predict consumer decisions to use services or that prices and sharia labels affect consumer decisions to use services.

E. CONCLUSION

The use of sharia prices and labels in the hotel company Sharia Hotel Grand Jamee Medan affects consumer decisions in using hotel services. In the R Square analysis, the number 0.616 means that 61.6% of the dependent variable on consumer decisions to use services can be explained by the independent variable price and sharia label. Simultaneously, the Islamic price and label variables have a positive influence on the consumer decision variable to use services based on the F test where $F_{count} > F_{table}$ ($21,645 > 3,354$) while the significant level is $0.000 < 0.05$. This means that the hypothesis is proven, that the better the sharia price and label, the more consumers decisions to use the hospitality services of the Grand Jamee Medan Sharia Hotel. Partially, the price has an influence on consumers' decisions to use services based on the T-test where $T_{count} > T_{table}$ ($2,940 > 2.052$) while the significant level is $0.000 < 0.05$. This

means that the hypothesis (Ha) is proven, meaning that the price variable partially influences consumer decisions to use the hospitality services of the Grand Jamee Hotel Syariah Medan. The sharia label variable based on the T-test shows that $T_{count} > T_{table}$ ($3.282 > 2.052$) with a significant level of $0.000 < 0.05$. This means that the hypothesis (Ha) is proven, meaning that partially the sharia label variable influences consumer decisions to use the hospitality services of the Grand Jamee Hotel Syariah Medan. From the results of the T-test on the two independent variables, it can be seen that the variable that has the most influence on consumers' decisions to use the hospitality services of the Grand Jamee Hotel Syariah Medan is the sharia label variable with a T-count of 3.282.

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