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Elevating Shariah Hotel Hospitality: Secrets to Guest Satisfaction and Loyalty in Indonesia

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Abstract

This study sheds light on a relatively unexplored area of the hospitality industry by delving into the singular context of customer relationship management, company image, and customer perceived value in Shariah-based hotels in Indonesia. This study's primary objective is to investigate how these factors affect hotel shariah residents' satisfaction and loyalty. The research aims to provide valuable insights into the dynamics of customer relationships in this particular setting by conducting an extensive literature review and empirical analysis. The study employs a mixed-method approach to collect data to examine the connections between customer relationship management, a company's image, customer satisfaction, loyalty, and their perception of value. This data is gathered by conducting surveys and interviews with hotel guests. The empirical findings demonstrate significant correlations between these variables, highlighting the significance of personalized services, a positive company image, and perceived value in enhancing customer satisfaction and hotel loyalty based on the Shariah. This study's findings have significant repercussions for hotel managers and marketers because they highlight the importance of prioritizing strategies for customer relationship management, cultivating a solid company image, and increasing perceived value to develop long-term customer loyalty in the competitive hospitality industry, particularly in the context of shariah-based accommodations in Indonesia.

Keywords:

CRM; Company Image; Customer Perceived Value; Customer Satisfaction; Customer Loyalty

INTRODUCTION

The hotel is not a tourist destination but rather a means in the field of tourism. Thus, hotel managers must work with other stakeholders to make the hotel known to its guests (Attila, 2016). A type of hotel that has begun operating in the hospitality industry today is Sharia-based. Most people are still unfamiliar with this hotel and assume that a Sharia-based hotel does not differ from conventional hotels (Rodríguez et al., 2020). (Yang et al., 2020) investigated client-board relationships in web-based stage companies. The review focused on identifying customers, gathering client data, establishing connections with customers, and forming their perceptions of the company and its products. A drawn-out relationship will make the client more holy to the organization. This relationship can be utilized as an upper hand to help the organization (Tabrani et al., 2018). In light of the current highly competitive corporate landscape, the hospitality industry must realize that service improvements are necessary to attract more customers (Amoako et al., 2019; Habineza et al., 2022; S. Li, 2020). The way into the progress of the friendliness business is not just the nature of the item or administration but also the quality and significance of connections to inn visitors (Baehaqi et al., 2023). The expense of getting new clients is multiple times more prominent than that of current clients (Banyte et al., 2016). Indonesians, as hotel guests and predominantly Muslims, are increasingly aware of the importance of choosing everything based on the Shariah and the law of religion. (Barton & Yilmaz, 2021).

The study by (Santra, 2021; and Trini Salim, 2018) uncovered that client experience promoting (CEM) affected client dependability in the lodging business. Understanding and overseeing client insights and encounters meant upgrading dependability quite a bit. Besides, the concentrate stressed that CRM is an essential business and cycle issue, not simply an innovation arrangement, as frequently seen practically—consequently, a requirement for a thorough way to deal with CRM execution that goes past mechanical perspectives. The concentration by (M. et al., 2019) on the job of store pictures in repurchase goals with the intervention of consumer loyalty is relevant. It gave experiences into the variables impacting consumer loyalty and dependability, which are fundamental for Shariah inn occupants in Indonesia. To project a positive image to various social groups, a company has to spend continuous costs within a certain period for promotion and publication (Sajtos et al., 2015).

Furthermore, the study conducted by (Juliana et al., 2023) regarding customer loyalty in the Islamic banking sector yielded significant findings about the determinants of allegiance, including trust, service quality, and religiosity, which can apply to the context of Shariah hotels. According to (Rahimi and Kozak, 2017b), hotel entrepreneurs must maintain their business continuity amidst the current competition among enterprises in the hospitality industry. They must seek opportunities using Customer Relationship Management (CRM).

Different examinations have analyzed the impact of CRM applications and Shariah consistency on consumer loyalty in various ventures. (Rahimi & Kozak, 2017a) Hotel CRM implementation enhanced customer lifetime value, satisfaction, and profitability. (Emaluta & Soewarno, 2019) Inspected the effect of

Shariah-agreeable traits on Muslim explorers' fulfilment, while (Ahmed et al., 2022; Saputra, 2019) featured the intervening job of client trust in Islamic financial administrations. (Khan et al., 2015) researched how client trust connects CRM applications and consumer loyalty in the lodging business. The findings emphasized the significance of CRM applications, Shariah compliance, and customer trust in shaping customer satisfaction. (M. M. D. Alam et al., 2021) highlighted CRM's pivotal role in enhancing revenue and fostering customer loyalty, positioning it as central to business strategies. (Mang'unyi et al., 2018) Discussed the change from conventional CRM to electronic CRM (e-CRM) that flagged CRM's developing practices and their effect on client faithfulness. (Bhat et al., 2018) emphasized using CRM systems in banking to leverage customer data for communication, loyalty-building, and trust cultivation, potentially influencing customer loyalty through satisfaction. (Munandar et al., 2022), CRM's long-term strategy in cultivating profitable customer relationships was relevant for conventional and Islamic banking contexts.

H1: Impact of CRM on the satisfaction of Hotel Shariah residents in Indonesia

H2: Impact of CRM on the loyalty of Hotel Shariah residents in Indonesia

Understanding the factors driving customer satisfaction is crucial in an evolving hospitality industry landscape. (Christanto & Santoso, 2022) The corporate picture fundamentally impacts consumer loyalty and results in faithfulness in the financial business. Similarly, (Sulaiman et al., 2022) emphasized that Shariah-compliant attributes affected the revisit intentions of Muslim travellers. (Cheng & Rashid, 2013) uncovered that the corporate picture somewhat intercedes the connection between consumer loyalty and dependability. Administration quality and corporate picture go about as middle people in moulding fulfilment and faithfulness. (Yu et al., 2017) explored how various green practices contribute to customer satisfaction. (Han et al., 2022) exhibited the impact of CSR exercises and administration quality on client trust in lodgings, intervening in the corporate picture trust relationship and subsequently influencing fulfilment. (Latif et al., 2020) investigated whether the corporate image impacts the relationship between CSR and customer loyalty in independent hotels.

Similarly, (Sarmiento-Guede et al., 2021) identified a link between guests' confidence in a hotel's green image and loyalty, indicating the impact of environmental initiatives on loyalty. (Mariska & Khasanah, 2022) She Exhibited the impact of CSR exercises and administration quality on client trust in lodgings, intervening in the corporate picture trust relationship, subsequently influencing fulfilment. (Gultom et al., 2021) She observed that further developing a lodging's picture is vital to procuring client dedication. (Winarko & Husna, 2020) Reported that brand image significantly affects hotel customer satisfaction, influencing loyalty. (Setia et al., 2021) found empirical support that the company image positively affected customer loyalty. Additionally, (Iraldo et al., 2017) stressed that increased hotel competitiveness prompted efforts to maintain customer satisfaction and loyalty.

H3: Impact of the company's image on the satisfaction of Hotel Shariah residents in Indonesia

H4: Impact of the company's image on the loyalty of Hotel Shariah residents in Indonesia

The hotel industry, including Shariah-compliant hotels in Indonesia, relies heavily on understanding factors influencing customer satisfaction (Sulaiman et al., 2022). Perceived value drives satisfaction across industries (Marcos & Coelho, 2022), especially in Islamic banking (Jaleel et al., 2021). Administration quality is urgent in the accommodation business, notably in Shariah-compliant hotels (D. K. Yusup, 2019). Technological innovation enhances the hotel's brand image (Hussein et al., 2023), while brand personality influences satisfaction in Islamic banking (Jan & Shafiq, 2021). A well-studied phenomenon in hotels showed that loyalty hinges on satisfaction (Fernando, 2019). Factors driving revisit intentions are vital for hotel success (Abdel et al., 2023), with perceived value shaping hotel revisit intentions, including Shariah-compliant hotels in Indonesia (Juliana et al., 2022). (Ismail et al., 2017; Winarko & Husna, 2020) they reported that hotel brand image significantly influences satisfaction and potentially affects loyalty. Marso and Gunawan (2019) affirmed connections among administration quality and saw worth, fulfilment, and unwaveringness in lodgings. (Hussein et al., 2023) found technological innovations to influence satisfaction and loyalty positively.

H5: Contribution of customer perceptions of value to the satisfaction of Hotel Shariah residents in Indonesia

H6: Contribution of customer perceptions of value to the loyalty of Hotel Shariah residents in Indonesia

(Kaura et al., 2015) uncovered that helping comfort affected consumer loyalty and devotion in the Indian financial area, highlighting fulfilment's job in cultivating dedication. (Waluyo & Waluyo, 2020) Found that responsiveness significantly influenced satisfaction and loyalty. However, the study showed that assurance, tangibles, and empathy do not significantly affect satisfaction. (dos Santos et al., 2023) Demonstrated that service and product quality positively affected satisfaction, subsequently impacting loyalty. (Winata, 2023) noted that service quality dimensions affected satisfaction, but their direct effects on loyalty were unclear, suggesting a complex relationship among these dimensions that needed further examination. (Solimun & Fernandes, 2018) Found that service quality and marketing strategy indirectly affected loyalty through satisfaction. (F. Li et al., 2023) decided on collaborations among administration quality, saw worth, fulfilment, and faithfulness, proposing different pathways.

H7: Impact of customer satisfaction on customer loyalty

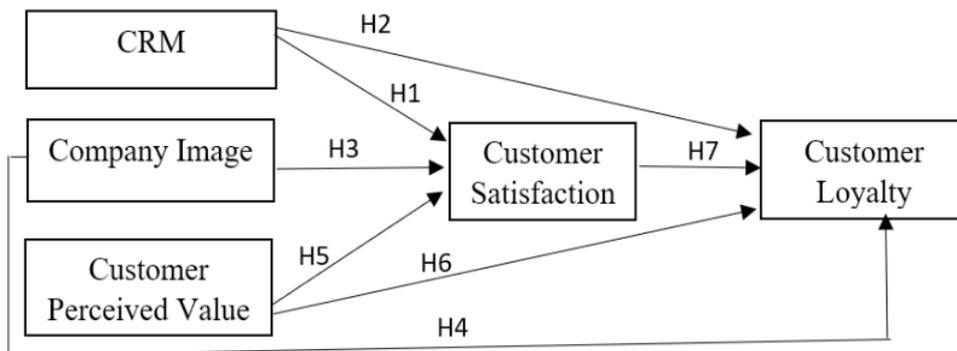


Figure 1. Figure Conceptual Foundation

METHODS

The research used a quantitative approach. Customer relationship management (CRM), company image, and customer perception of value are the free factors. Customer loyalty is one ward variable, and customer satisfaction is one mediating variable. The population of the study were guests who stayed at Hotel Shariah in Indonesia; according to (Hair et al., 2017), ten times the total number of indicators should be used as the minimum number of samples. Hence, the example size utilized in this study is 230. This number is the middle between the base and most significant examples and follows the condition in information handling utilizing PLS-SEM. Using a Likert scale, each respondent rated various statements corresponding to each variable. A 5% significance level was used in the hypothesis tests.

RESULT AND DISCUSSION

External Model Assessment

An outside stacking value of greater than 0.70 is required for a review to pass the genuineness and determined nature tests, including joined realness; Commonplace Assortment Detached (AVE) > 0.50; composite steadiness > 0.60; and Cronbach alpha > 0.70. These standards show that the appraisal is uncommon (Hair et al., 2019). The outcomes of evaluating the external model are presented in Table 1. Cronbach alpha > 0.70, composite immovability > 0.60, and joined credibility values > 0.50 were all found. These qualities demonstrated a phenomenal class and recommended the stretch guidelines. In this manner, all components have extraordinary legitimacy and reliability.

Evaluation of the Internal Model

The results of the internal model test are used to see if the fundamental model fits the investigation. Table 2 shows the upsides of the coefficient of assurance (R^2). CRM, customer satisfaction, customer perception of value, and company image accounted for 0.799, or 79.9%, of customer loyalty ratings, according to R^2 . In comparison, different elements outside the extent of the review accounted for 20.1%. The evaluations on consumer loyalty can be made sense of by client relationship with the board, organization picture, and client esteem, with an R^2 of 0.745 or 74.5%. Nearly, extra factors excluded from the review represented 20.1%.

Table 1. Analyses of the External Model

Construct / Item	Loadings	Alpha	CR	AVE
Customer Relationship Management		0.929	0.946	0.780
CRM1	0.926			
CRM2	0.911			
CRM3	0.906			

CRM4	0.852			
CRM5	0.815			
Company Image		0.837	0.891	0.673
CI1	0.763			
CI2	0.814			
CI3	0.853			
CI4	0.848			
Customer Perceived Value		0.964	0.972	0.875
CPV1	0.947			
CVP2	0.945			
CPV3	0.947			
CPV4	0.925			
CPV5	0.914			
Customer Satisfaction		0.866	0.903	0.651
CS1	0.794			
CS2	0.803			
CS3	0.812			
CS4	0.797			
CS5	0.827			
Customer Loyalty		0.937	0.960	0.889
CL1	0.943			
CL2	0.935			
CL3	0.950			

Table 2. Determination Coefficient (R²)

Variable	R Square	Adjusted R Square
Customer Loyalty	0.799	0.796
Customer Satisfaction	0.745	0.742

Table 3 shows the F-square values. Each exogenous variable was fitted against the endogenous customer loyalty and satisfaction variables. Ratings on CRM and company image have minor effects on ratings on customer loyalty, as shown by f-square values of 0.003 and 0.004, respectively.

Ratings on customer perceived value have high effects on customer loyalty and satisfaction ratings, as indicated by 0.383 and 0.464, respectively, for the F-Square values.

Table 3. F-Square (Effect Size)

Variable	Customer Loyalty	Customer Satisfaction
Company Image	0.004	0.020
Customer Perceived Value	0.383	0.464
Customer Relationship Management	0.003	0.121
Customer Satisfaction	2.039	

Table 4 sums up the q-square prescient importance test. The impacts of factors on client relationships with the board, organization picture, client worth, and consumer loyalty on client dependability can be made sense by perception esteem ($Q^2 = 0.700$). The Q^2 for consumer loyalty is 0.484. The two qualities are more prominent than 0, which suggests that the evaluations are excellent.

Table 4. Relevance Predictive of the Q-Square (Q^2)

Variable	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Company Image	920,000	920,000	
Customer Loyalty	690,000	207,017	0.700
Customer Perceived Value	1150,000	1150,000	
Customer Relationship Management	1150,000	1150,000	
Customer Satisfaction	1150,000	592,922	0.484

Hypothesis Test Results

Speculation is tried by looking at the likelihood worth and t-measurement. Figure 2 shows the bootstrapping results utilizing the Savvy PLS 3.0 strategy. The chart connected the effect of the exogenous elements and 23-pointers.

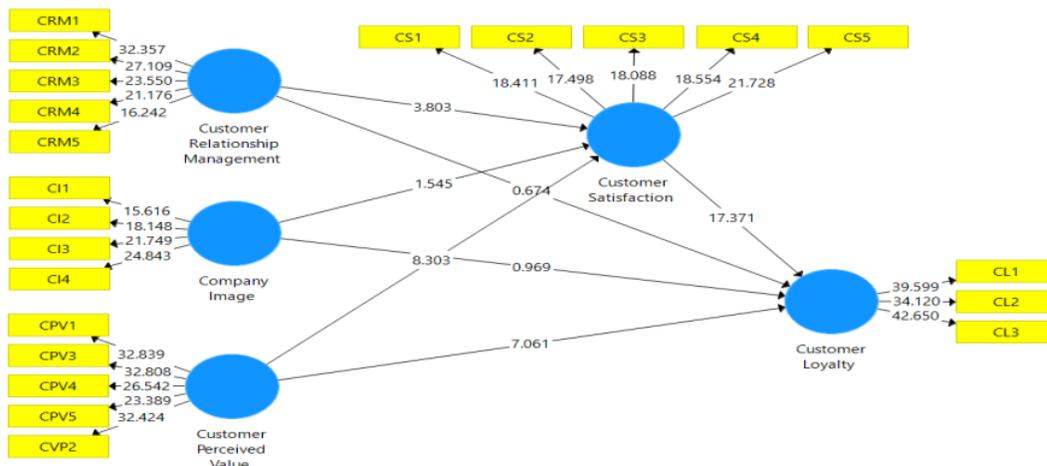


Figure 2. Bootstrapping Results

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Table 5. Bootstrapping Effect Results

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values
CRM -> CS	0.285	3.608	0.000 *
CRM -> CL	0.043	0.660	0.509
CI -> CS	0.153	1.697	0.090
CI -> CL	-0.060	0.918	0.359
CPV -> CS	0.536	8.671	0.000 *
CPV -> CL	-0.523	7.295	0.000 *
CS -> CL	1.268	16.731	0.000 *

* means significant at 5%

Bootstrapping tests on the hypotheses are presented in Table 5. Ratings for customer satisfaction indicators are significantly influenced by ratings for indicators of customer relationship management, as shown by a p-value of 0.000. then again, evaluations on the marks of client relationships with the board helpfully affect the evaluations on signs of client unwaveringness, as shown by a p-worth of 0.509. Appraisals of the marks of the organization picture have no critical effect on the evaluations of signs of consumer loyalty and client dedication, as shown by p-upsides of 0.090 and 0.359, separately. Evaluations of client esteem significantly affect appraisals of signs of consumer loyalty and client steadfastness, as shown by p-upsides of 0.000 and 0.000, respectively. Ratings on the marks of consumer loyalty decidedly affect the appraisals on marks of client faithfulness, as shown by a p-worth of 0.000.

Table 6. Explicit Aberrant Impacts

Construct	Original Sample (O)	T Statistics (O/STDEV)	P Values
CRM -> CS -> CL	0.362	3.773	0.000 *
CI -> CS -> CL	0.194	1.680	0.094
CPV-> CS -> CL	0.680	6.828	0.000 *

* means significant at 5%

The study focuses on CRM, company image, customer perception of value, customer satisfaction, and customer loyalty. It uncovers that consumer loyalty intervenes in the connections between CRM, organization picture, client worth, and client reliability. The examination demonstrates that consumer loyalty fundamentally directs the relationship between client reliability and CRM, with a t-measurement of 3.773 and a p-worth of 0.000. Despite this, a t-statistic of 1.680 and a p-value of 0.094 indicate that customer satisfaction does not significantly impact the relationship between customer loyalty and company image. Customer satisfaction also significantly impacts the relationship between customer loyalty and perceived value, with a t-statistic of 6.828 and a p-value of 0.000. These discoveries highlight the many-sided elements moulding client reliability and fulfilment about shariah lodgings in Indonesia.

Discussion

Examining the effect of client relationships, the board, organization picture, and the client's esteem on fulfilment and faithfulness among shariah-based lodging occupants in Indonesia gives essential knowledge into the elements affecting client conduct in the neighbourliness business. Past examinations have highlighted the significance of consumer loyalty and faithfulness regarding different businesses, including Islamic banking and customary inns. For example, research by (Juliana et al., 2022) stressed the job of client dependability factors like trust, administration quality, and legalism, which are additionally important regarding shariah-based inns.

In addition, studies by (Sulaiman et al., 2022; D. Yusup, 2019) have stressed the significance of customer satisfaction in the hospitality industry, particularly in Islamic settings, as well as service quality and perceived value. These discoveries align with the momentum research, distinguishing clients who saw esteem as a vital driver of fulfilment and reliability among shariah-based lodging inhabitants. Moreover, the concentration by (Hussein et al., 2023) on mechanical advancement on fulfilment and faithfulness in lodgings further backs the thought that improving the client experience through imaginative procedures can emphatically affect client conduct.

The consequences of the flow research feature the positive effect of client relationships; the executives, organization picture, and the client saw esteem on consumer loyalty and steadfastness in shariah-based lodgings. This aligns with the conclusions drawn from prior research, which emphasized how important these aspects are for fostering and maintaining customer loyalty. Hotel managers can strengthen relationships with guests and enhance their overall experience by focusing on personalized services, effective communication channels, and individualized marketing strategies. In addition, meeting guest expectations and remaining

competitive in the dynamic hospitality industry necessitate constant monitoring of customer feedback, analysis of satisfaction levels, and prompt issue resolution.

Theoretical Implications

This study's theoretical implications are significant for advancing critical hospitality management theories. The review, first and foremost, adds to the Client Relationship. The board (CRM) hypothesis stresses the effect of customized administrations, proficient correspondence channels, and custom-made promoting approaches on consumer loyalty and steadfastness in shariah-based lodgings. Second, the study improves the company image theory by highlighting the importance of brand image building in differentiating businesses and attracting customers, even though the study found that company image did not significantly influence customer satisfaction. The findings show that guests' satisfaction and loyalty can be increased by providing exceptional services and adhering to Islamic principles. This contributes to the Customer Perceived Value Theory by stressing the significance of monitoring customer feedback and continual improvement. Lastly, integrating multiple theoretical perspectives, including CRM theory, company image theory, and customer perceived value theory, offers an extensive comprehension of the elements impacting client conduct in shariah-based lodgings. By examining the interplay between these factors, the study provides insights into how hotel managers can strategically manage customer relationships, enhance company image, and deliver value-added services to develop further consumer loyalty and steadfastness in the robust neighbourliness industry.

Managerial Implications

For Indonesian hotel sharia, the study provides valuable insights and managerial implications. To begin with, these hotels must prioritize implementing effective CRM strategies to boost customer satisfaction and loyalty. Hotel Shariah can build strong relationships with its guests by focusing on personalized services, efficient communication channels, and tailored marketing approaches. Additionally, enhancing customer perceived value by delivering exceptional services and personalized experiences and upholding Islamic principles is critical to increasing guest satisfaction and loyalty. Continuous improvement through monitoring customer feedback, analyzing satisfaction levels, and addressing issues promptly is vital for Hotel Shariah to meet guest expectations and stay competitive. It is possible to enhance the overall guest experience further and build stronger customer relationships by providing staff members with training programs to enhance their customer service, cultural awareness, and knowledge of Islamic principles skills.

Moreover, cultivating a culture of development, flexibility, and responsiveness to changing client needs and market patterns is fundamental for Lodging Shariah to remain pertinent and keep an upper hand in a robust cordiality industry. Although the study found that a company's image had no significant effect on customer satisfaction, conducting additional research on the company's image might be interesting. Putting resources into brand picture building is fundamental to separate organizations in the serious friendliness industry. Maintaining a positive company image through branding initiatives, consistent brand identity, and highlighting unique value propositions can help attract and retain customers.

Limitations

The restrictions of this examination should be recognized to give an extensive comprehension of its degree and suggestions. First and foremost, the attention on shariah-based lodgings in Indonesia might restrict the generalizability of the discoveries to other social or geological settings inside the friendliness business. The specific characteristics and preferences of Muslim guests in Indonesia may not fully represent the broader landscape of the hospitality sector. Second, the study's potential sample size limitations and selection biases could introduce errors and affect the results' reliability and validity. Counting a more different and broad example of inn occupants from different foundations could upgrade the review's validity.

Additionally, the reliance on self-reported data and survey instruments for measuring constructs like customer satisfaction and loyalty may introduce response bias and measurement errors, suggesting the need for alternative data collection methods for future research. Furthermore, the study may have accounted for only some external factors and contextual influences that could impact customer behaviour in Shariah-based hotels, such as economic conditions, industry trends, and competitive dynamics. Conducting longitudinal analyses to establish causal relationships between variables and track changes in customer perceptions over time could provide deeper insights into customer satisfaction and loyalty dynamics. Last but not least, despite its focus on customer relationship management, company image, and customer perceived value, the research should have thoroughly investigated other significant factors influencing customer behaviour in the hospitality industry, such as service quality, pricing, and location. Future research may consider a more in-depth examination of these variables to provide a complete understanding of customer satisfaction and loyalty in hotels based on Shariah.

CONCLUSION

This study reveals the most significant factors influencing customer satisfaction and loyalty in Indonesian Shariah hotels. The findings emphasize the significance of client relationships. The board (CRM) and Client Saw Worth in improving consumer loyalty, accordingly encouraging dedication among visitors. It is clear that focusing on customized administrations, proficient correspondence channels, and custom-made advertising approaches can reinforce associations with visitors and hoist their general insight. Also, conveying outstanding administrations while maintaining Islamic standards is vital to expanding visitor fulfilment and steadfastness. Ceaseless improvement, staff preparation, and a culture of development are fundamental for Shariah lodgings to meet advancing client needs and remain cutthroat in the robust friendliness industry. While the organization picture did not fundamentally impact consumer loyalty in this review, further investigation into its effect could give essential bits of knowledge to marking drives and separation methodologies in the serious cordiality scene. Overall, this study provides Shariah hotels in Indonesia with practical insights and managerial implications for achieving excellence in customer satisfaction and loyalty, which ultimately leads to the success of the business and the retention of guests.

Disclosure Statement

The researchers have narrated no impending conflict of interest.

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