

ABSTRACT

Indonesia has tremendous potential to become a center for sharia business development. Sharia business can contribute to the country's economy with its system and bring safety to the perpetrators because sharia business is carried out on the principles of Islamic law so that it is safe, comfortable and brings blessings to Muslims. One of them is the growth of the lodging business which is often found in tourism areas.

This study aims to determine the effect of the independent variables, namely Service Quality, Place/Location, Islamic Branding and Religiosity on the interest in using sharia lodging services. The population in this study were respondents who were staying at the Mulia Syariah Homestay, Hotel Milik Kita Syariah and Asyuban Homestay. The sample in this study amounted to 100 respondents with a purposive sampling method. The data collection method in this study used a questionnaire and data analysis using multiple linear regression analysis.

The results of this study indicate that service quality and religiosity have a positive and significant effect on interest in using sharia lodging services.

Keywords: sharia lodging, service quality, Islamic branding, religiosity, tourism, consumer interest.