

ABSTRACT

Along with the growing development of the shari'ah economy in Indonesia, currently there are many institutions that apply shari'ah principles in running their business, one of which is shari'ah hotels. The thing that distinguishes Shari'ah hotels from other hotels is in terms of the services and facilities provided reflecting Islamic values and religious nuances. Among them are that the hotel only provides halal food and drinks, all employees wear clothes that cover their genitals, and provide prayer equipment in every hotel room.

This study aims to determine how the influence of service quality and the application of shari'ah principles to consumer interest in shari'ah hotels in Semarang. The method used in this research is a quantitative approach method. The population in this study are consumers and service users of Hotel Syari'ah X in Semarang. Sampling using non-probability sampling technique with accidental sampling, amounting to 95 respondents. Meanwhile, the data collection method used in this study was a questionnaire that was measured using a Likert scale. In this study the data obtained were analyzed using multiple regression with the help of the SPSS 24 application.

From this study it can be concluded that service quality has a positive and significant effect on customer satisfaction and the application of Shari'ah principles has a positive and significant effect on customer satisfaction. Likewise, simultaneously the variables of service quality and the application of syari'ah principles have a significant effect on the variable of customer satisfaction at Hotel Syari'ah X in Semarang.

Keywords: service quality, application of shari'ah principles, customer satisfaction, shari'ah hotels